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Sustainability
Report
2016



Message from the CEO

Dear readers,

This publication is the first voluntary sustainability report of our family winery, Lyrarakis SA (trade name of our company, G.E.A. S.A.).

This is a document that reflects a philosophy, a complex reality; the everyday life of a winery that respects the environment, its people, and society. A winery that serves the consumer by creating and offering products, which are governed by ethical practices.

Practices which have been inherited to the new generation by the previous one, and are constantly being improved, always driven by the idea of sustainable development. We felt that we have, by now, a small base of records of what we have been implementing for years; and this is something we wish to share with you.

It is interesting that the release of the first sustainability report coincides with the celebration of 50 years of company operation. The second generation has already been in the business for over a decade, having taken over its operational duties, and what could be a better motivation for the further sustainable development of the company, other than having the third generation walking, running and playing in the production areas, the visitable cellar and the family vineyards!

Thank you for your continued support. We hope you will get a good idea of the continuous efforts that are done in every direction.

Bart Lyrarakis
CEO
July 2016

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Message from the Chairman of the Board

The ethical relationship with local society and local economy has been the target of our family business since 1966. These values were in the main core of the initiatives and first co-operations, since the establishment of the company. These intangible values, nowadays updated, lead us even today, 50 years later.

Lyrarakis wines continues to work by having the constantly re-defined socioeconomic & environmental indicators constituting a current challenge for producing measurable deliverables. This first version of the voluntary Sustainability Report gives us the chance to establish clear, transparent production processes and sustainable corporate development means. It offers us the option to get in touch with our family members, our neighbors, our visitors, consumers and with all the various actors involved in the realm of our manifold activities.

It enables us to meet our customers with sub-conscious persuasion. It enables us to «praise the wealth of our place, without plundering it». The recent biennium, which is covered by this Sustainability Report, is in the midst of the severest economic crisis that has hit Greece after World War II.

There are objective difficulties for the development of local communities and of entrepreneurship. The Lyrarakis wines working group aims at transforming key points of the crisis into opportunities; in motivation for change. It works to design, price, finance and implement Sustainable Wine production; from the fertile land of the island, with the undiscovered (forgotten) native wealth, the silent indigenous varieties, to the Local, National & International market. And it seems it's successful.

Nowadays, with the current dimension of globalization, the «fair trade» is evolving into a transcontinental need. To us, this constitutes an obligation for re-engineering and rescuing Local production systems.

Lyrarakis wines is working to create a platform for ensuring fair prices, decent working conditions and investments in local society. Following those guidelines, we have moved forward to particular steps in order to investigate and document our capabilities for sustainable food production and for a strong National | International positioning of our products; namely: the inclusion of family and affiliated vineyards in EC regulation 834 | 2007 (organic crop production), the completion of the first seminars cycle on biodynamic agriculture in May 2016 in Alagni, the recent establishment of the St August Group of 24+ winegrowers and the creation of reception structures in the visitable Wine Cellar for visitors who have particular focus on wine tourism. During the last financial year (2015), our national sales increased 14.5% in volume (16.8% in value) compared to 2014. International sales comprised 24% of gross revenues for 2015. The international positioning of our wines shows a steadily increasing trend. This is due to a strong sales strategy that protects the interests of local community-economy. It is also a result of an ongoing investigation of key markets that are continuously emerging for Cretan Wines, such as Canada, USA, England, Sweden, China, among others.

With these few lines, I welcome the first voluntary Sustainability Report and the presentation of the main development policies of our company.

George E. Lyrarakis
Chairman of the Board
July 2016



Chapter 1

Information about the company

1.1. Core operational facilities

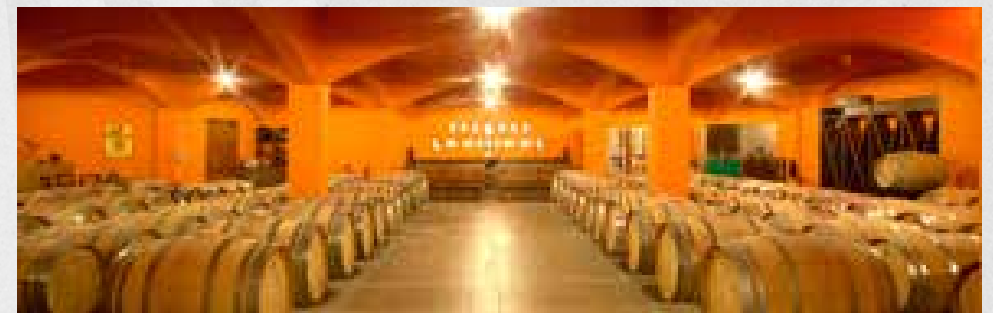
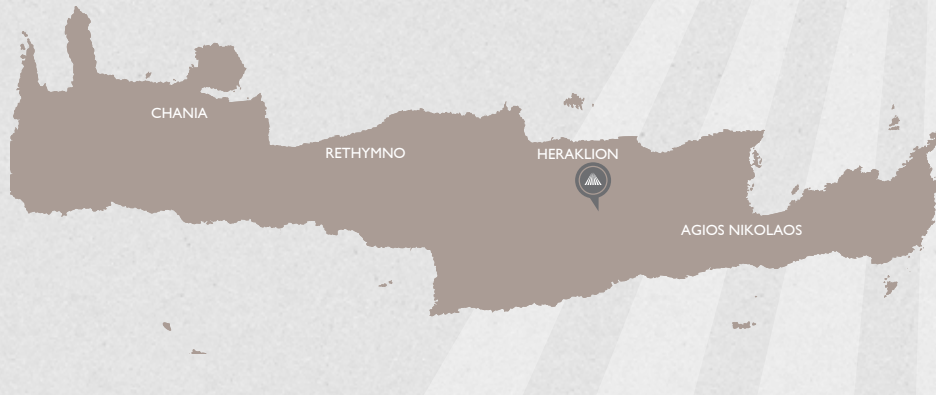
The family vineyard, the winery, bottling facility, and the visitable cellar, are all located in Alagni, the village where the origins of our family lie.

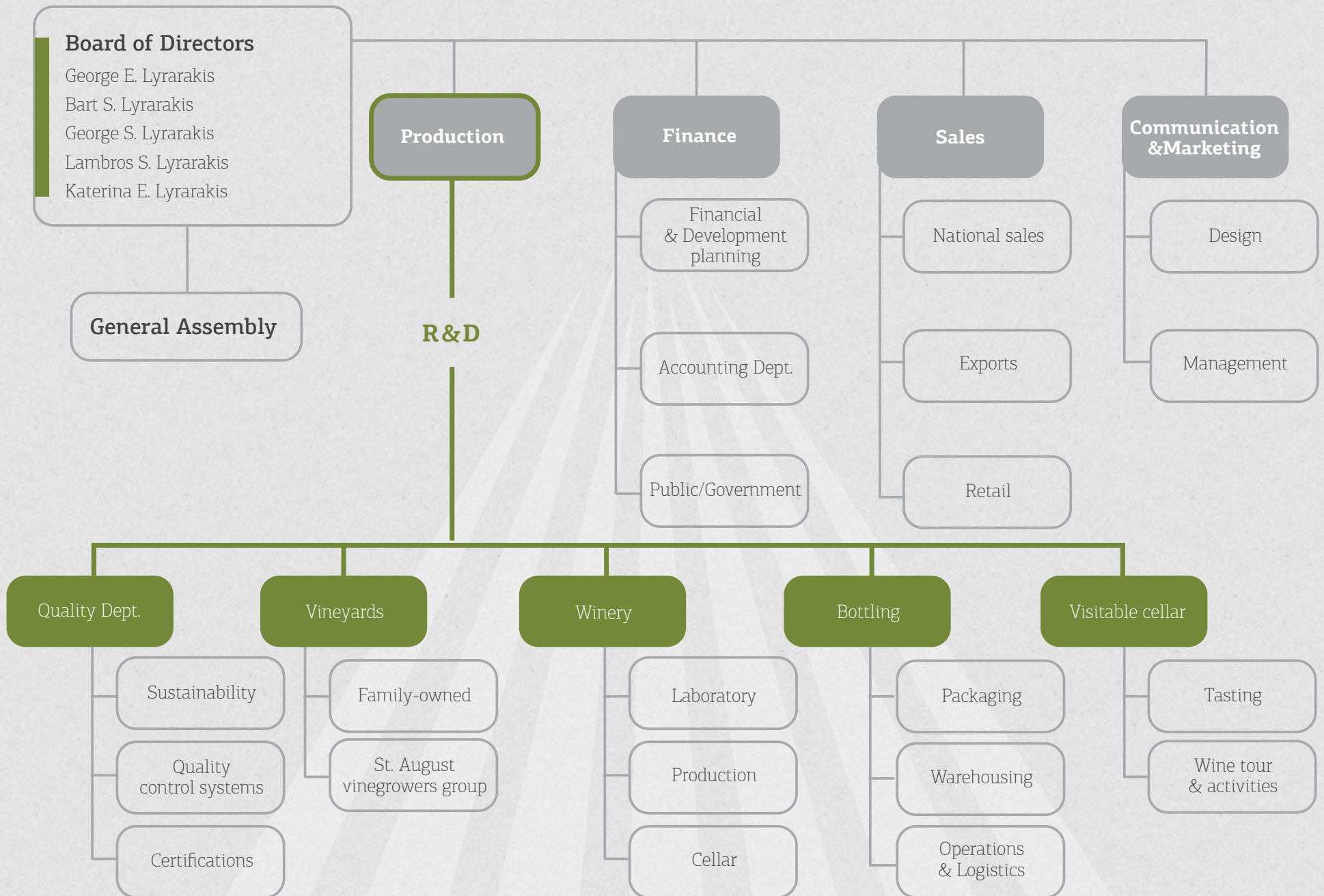
It's a village, part of a mountaintop with altitudes up to 550m, connecting the villages Choudetsi, Agios Vasiliou, Panorama, Stironas, Alagni, and Patsideros. These villages, with their vineyards, form one of the most impressive agricultural areas of Crete with a longstanding vini-viticultural heritage. Hewn-in wine presses of the Venetian era, are widespread in the area.

The family vineyard covers 7,3 Ha, on limestone, gravel soils.

The area is cooled by the northern wind breezes of the Aegean, and is protected by the hot African winds because of the Psiloritis and Lassithi mountain ranges.

Microclimate is characterized by small deviations from the Mediterranean climate; some small areas have cooler climate whilst others are hotter and drier.





1.2 Half a century of devotion to the vineyard of Crete



Today's international vine databases contain about 8.000 – 10.000 different varieties of the *Vitis vinifera* species.

Of this huge number of grape varieties, only a few dozens of them occupy the largest part of the international vineyard. In Greece, about 440 grape varieties have been recorded and seem to be cultivated, in an area that doesn't exceed 70,000 ha.

Of those varieties, a number that cannot be verified with certainty, originate from Crete.

Fifty years ago, at the age of 26, I started my career as a winemaker. My knowledge at that time about the international grape varieties was practically insignificant.

The opposite was true of the grape varieties of Crete though, which I knew very well and appreciated greatly.

I had the chance to have ancestors that loved the vine and wine. They were the ones that taught me as a child to handle the vine with respect and tenderness.



Early on, from the age of six, I could already distinguish the grape varieties that we cultivated in our vineyards, and knew their exact location, as well as all the details about their ripening process.

This love affair with the vine and wine never stopped. Even today, almost 70 years later, I have memories of myself sitting on the large barrels of my father, helping him empty the utricles containing the must.

But let's see how things developed. The decade of 1950's was catastrophic for the winegrape vineyards of the prefecture of Heraklion, as a large part of them was replanted, with edible (or raisin producing) table grapes.

Vineyards hosting treasures of the best winegrape varieties of Crete, vanished, with the help and blessings of the Greek state.

Luckily for us, nature took care of protecting us from our imprudence, saving a small part of these treasures.



The inscription on the copper vessel from the last Minoan period, which was found in the cave "Ilithias" in Tsoutsoura, Monofatsiou.

Η επιγραφή πάνω σε χαλκίνο αγγείο της ύστερης Μινωικής περιόδου, το οποίο βρέθηκε στο σπήλαιο "Ειλειθείας" στον Τσοΰτσουρα Μονοφάτσιου.

Λαφνίτις Οίνος



Δαφνίτις Οίνος

De inscriptie op de koperen kruik uit de laatste minoische periode, gevonden in de grot "Ilithias" in Tsoutsoura, Monofatsiou.

Diese Aufschrift wurde auf einer Kupfervase aus der minoischen Zeit, in der "Ilithias" Höhle in Tsoutsoura, Monofatsiou gefunden.

And this is how it all happened; Vineyards planted on poor soils, steep slopes, gravel soils, and vineyards with other imperfections, that couldn't be productive enough, were considered unsuitable for table grapes and were saved.

It is now obvious that when we started we had a very limited number of grape varieties available, and even more limitations in the access to distribution channels, for the produced wine.

Our fight started immediately. In the first years we planted new vineyards with the only three grape varieties mandated by the short-sighted legislation of that time.

Those were Vilana, Kotsifali and Mandilari, which are great grapes, but stiflingly restricted our options.

At the same time we started a long-term race to change the legislation, so that we are allowed to plant all the old native Cretan grapes, and some international ones.

This race lasted almost 40 years. In the meantime, and besides the great obstacles we faced from state agencies, we managed to save from extinction and plant on our estate, two of the best white grape varieties of the island. Those were Plyto and Dafni.

Nowadays the legislation has changed and the restrictions have almost vanished, which allows the vineyard of Crete to continuously be enriched with new plantings from the range of local grapes, some even originating from other areas of Greece. Our own contribution continues as well, in this time, with two important projects:

The first is rescuing the native grape variety Melissaki, a near-extinct grape, unknown even to specialists, which we experimentally planted in a small vineyard of 0.2 ha. The second one is highlighting the virtues of the Mandilari grape, that was superficially pushed aside, remaining buried, obscure for many years. Nowadays it gives us red and rose wines of great quality. It seems that the game for the renaissance of the vineyard of Crete is going to be won.

The quality improvement of the wines of Crete is a fact that is certified time after time by the excellent reviews and awards won by the participants in international competitions.

Since we have managed to do all the above, what remains to be done to conquer the world's markets? But of course, the great, the most difficult issues, those are the ones waiting for us from now on.

All this work that will convince the wine-consumer of another country, that the wines found on the shelves of a store, or offered in a restaurant, and mention Crete as its place of origin, are worth putting on their table.

That is our goal, and in order to achieve it we have to fight, to work very hard.

So let's consider what we have achieved until today as a Legacy for the new generation, and wish them courage in the hard task they are taking on.

Sotiris Lyrarakis
Co-founder of Lyrarakis wines
July 2016



1.3. Rescuing native varieties of Crete

"We have been, and still are, engaged to rescuing our native varieties. This is a painful process; with a complex and evolving nature. Our aim is to preserve the genetic heritage; the rest of the priorities is an issue of applied viticultural science".

| Manolis Lyrarakis

1992 marks the rescue of two native grape varieties by GEA SA; Plyto and Dafni.

Manolis Lyrarakis plants the first single-variety vineyards and officially commences the study and research of Lyrarakis family on native grapes. Four years later, in 1996, we have the first bottling and distribution of native Plyto and Dafni wines. The names of those varieties are printed on modern wine labels for the first time ever.

In 2010, a promising native grape, Melissaki, is planted in the "Gero-deti" vineyard.

Nowadays, Lyrarakis family and its partnering winegrowers cultivate monovarietal vineyards for ten native grapes: Plyto, Dafni, Assyrtiko, Melissaki, Thrapsathiri, Liatiko, Kotsifali, Mandilari, Vilana and Vidiano.

Some of those varieties are probably very old. All of them are extremely important for their quality potential and a very interesting characteristic; adapting to warmer conditions, an important attribute considering climate change. With global warming constituting one of the greatest challenges for viticulture, Greek native varieties – especially the Cretan ones - can serve and aid in identifying clones with better adaptation to summer heat and long periods of drought.

The rescue and dissemination of native varieties of Greece is a topic for all winegrowers; it is a responsibility for all of us to promote them.

Manolis Lyrarakis

Co-founder of Lyrarakis wines



Melissaki

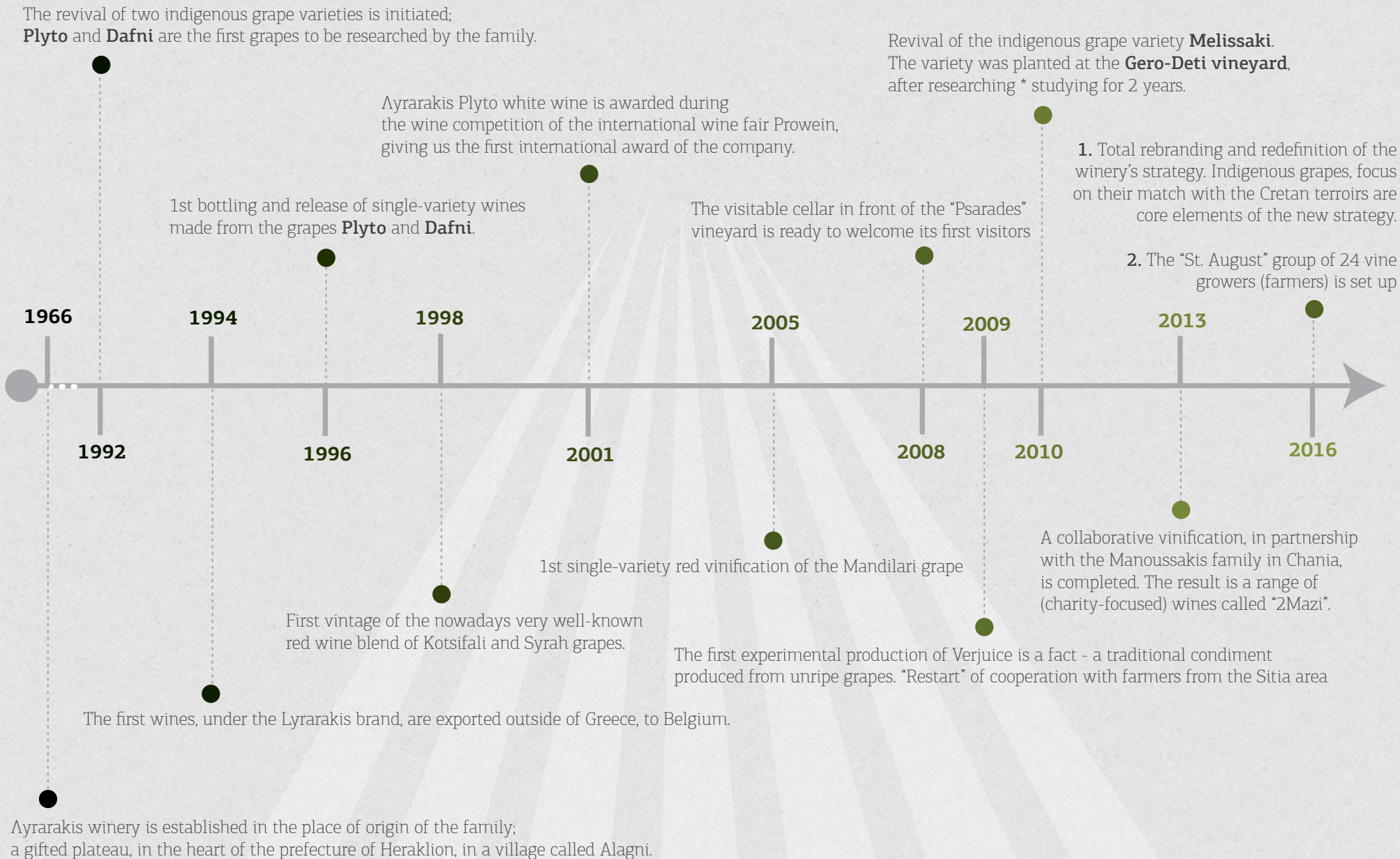


Plyto



Dafni

LYRARAKIS WINERY: POINTS IN TIME



1.4. Corporate strategic planning

LYRARAKIS
wines

1. Our Land 2. Legacy 3. Beliefs 4. Our Way / the Journey 5. Our People 6. Our partners 7. Our Community

1. Our Land

Our efforts, and those of all our partners, are very important, but they would never be as effective if they didn't take place on this blessed island.

A land with an impressive biodiversity, excellent vineyards, a wealth of rare grapevarieties, a long viti-vini-cultural history, and if not the best, one of the best brand names of Greece: CRETE.

2. Legacy

On an island with over 4,000 years of winemaking history, the company was established in 1966 by the Lyrarakis brothers.

Decades of evolution have created a legacy which was inherited to the second generation: experience, knowledge and reliability are key assets for the future. A legacy we have to live up to, in every single bottle we place in the market.

3. Beliefs

Hospitality, friendliness, honesty, pride. We take pride in building our mentality upon the best the Cretan culture has to offer.

We are not, and don't want to be, just another family winery on this planet. We believe we are distinctive, and want to distinguish ourselves, by connecting the special value of Crete and its native grapes, and the wine lover that is looking for something different. We pursue differentiation, under strict quality terms, and do not make cost-based sacrifices, always respecting society and the environment.

4. Our way / our Journey

The continuous human need to evolve, to self-improve, fueled by all other factors that support our need to open up new paths.

It is what we bring forth. The continuous movement, creative restlessness, is emphasized here. This central, middle pillar, confirms the total imageour logo emits, of a continuous, dynamic route forward.

5. Our people

The most important capital of our company. Passion, education, specialization and method, talent, sincerity, eagerness and teamwork, and of course the family feeling of every one, is what gives us the best possible result every day.

6. Our partners

Having deep roots is important for vines as well as winemaking. We aim to work with local partners on every chance we get, searching closer to our base before we broaden the circle that forms our partnerships. It is of course essential to secure the high quality of their product or service. So we can be as proud of our birthplace as well as our product.

7. Our community

We take action towards a substantial relationship with the local culture. But more than funding local music or hosting culinary events, we strive to form a friendship with every single person that our products meet, not as a brand of quality wines but as ambassadors of the true Crete the way we live it every day.



Chapter 2

Main corporate activities

2.1. Viticulture



Agriculture

Agriculture is a human intervention. Man plants something, somewhere it wasn't before. In Lyrarakis wines we work towards the vine growing sector of the company becoming the starting platform of sustainable corporate management. We design the protection of land, of plant capital, of biodiversity, of employees and of natural resources.

Soil Health

Lyrarakis wines work with respect towards understanding in depth the secrets of the soil, in order to sustain productive land for the future generations. Soil health is expressed through its ability to function like a vital organ. Soil is a vibrant living ecosystem that sustains and gives life to plants, animals and humans. To manage this, we inform all those involved in plant nutrition programs, plant protection and cultivation, that soil contains living organisms. When provided with the basic requirements for life - food, shelter, and water – those organisms perform the operations that crops need in order to be healthy, strong and vibrant; then crops produce food full of vitality. Only living entities can be considered healthy! The endorsement of soil as a living ecosystem reflects a fundamental change in the way we perceive and care for the base on which the food of our civilization is produced. Our goal is to manage soil in such a way that its endogenous capacity for

vine growth protection is maintained and enhanced. Soil releases and provides nutrients for plants, helps sustain plant defense mechanisms and also absorbs rainwater, functioning as water reservoir for plants during dry periods. It constitutes a means of filtering and balancing environmental pollutants. Soil serves as a firm basis for viticulture care and provides habitat to hosted organisms, so that they «bloom» and keep the vineyard ecosystem in optimal functionality. At Lyrarakis wines we believe that health is a flowing river of vitality. The flow starts from the living soil, it passes into food and then showers humans with vitality. We support, as an idea, as well as a practice, the motto «Healthy Soil = Healthy Food = Healthy People».



Lyrarakis wines is a member of the People4soil initiative - European Citizens Initiative (ECI) - aiming at lobbying for the creation of a specific European legislation that will recognize soil as a common good and will establish regulations for its protection

[www. people4soil. eu](http://www.people4soil.eu)

2.2. Sustaining Biodiversity

Biodiversity enhances the vitality of vineyard agro-ecosystem and supports the production of our wines. Natural environment, habitats and wildlife within the area of our vineyards and winery are maintained and supported to the best possible extent.

Enhancing biodiversity on privately owned and affiliated Lyrarakis wines vineyards, apart from its environmental dimension, offers clear economic advantages, such as the biological control of insects, diseases and weeds; it also improves soil quality and stability. This results in more high-quality crops and reduces costs for plant protection substances and mechanical or manual pest control.

The wide range of organisms that need to be protected through biodiversity enhancement includes indigenous yeasts; which, in certain cases, emphasize terroir characteristics in wines we produce. Especially in cases of fermenting single vineyard wines, an approach widely used by Lyrarakis wines, indigenous yeasts increase the possibility of expressing the diversification of various terroirs.

Our company is launching, in selected vineyards, the implementation of the following strategies and practices:

- Enhancing biodiversity as a substitute in using chemical pesticides and herbicides and as a means of enhancing soil health.
- Promote and preserve the use of wild plants as ground covers. Wild plants are sources of nectar for many beneficial insects. Their aboveground and underground plant parts generate a habitat for beneficial fungi or bacteria and other soil microorganisms; which are essential for the proper nutrients uptake by the vines.
- Vineyards are sown during winter months with mixtures of plant seeds for the oppression of weeds growth.
- Creation and enhancement, inside and around the vineyards, of habitat for pests' natural enemies, such as keeping and/or maintaining uncultivated buffer plots and strips.
- Sheep grazing at selected intervals to control weeds.



"The Spider and the Fly in Cretan Terroir": A moment before a hoverfly (Syrphidae) was happily pollinating this yellow composite flower, totally unaware of the perfectly camouflaged crab spider lying in wait!

Soil is not just an inert growing medium. It is a co-existence of billions of bacteria, roots, fungi, and other small or larger organisms, that constitute the "gastrointestinal system" of plants.

If this living system gets ill, then vines that grow in and on it will also become ill. Such loss of vitality is transferred up to the humans that will consume such food products.

2.3. Organic winegrowing

Including family land in EU regulation 834 | 07 for certified organic viticulture started in 2015, when Bart Lyrarakis contracted with an accredited Greek inspection and certification organization for converting three (3) vineyards:

a. Platia Merthia | contract no. 610-889-5130-007

b. Gero-Deti / Moschada | contract no. 610-891-9144-011

c. Gero-Deti / Moschada | contract no. 610-891-9144-025

Vineyards b, c, are hosting the very promising native variety Melissaki and are located around Alagni village.

By the end of the 3-year conversion period we look forward to producing the first wine from our own organic grapes.

The first wine label from organic grapes for Lyrarakis wines was produced in 2013, resulting from the red vinification of grapes from the vineyard of an affiliated winegrower in the area of Sitia. This is the Gecko red | Organic Wine with certification ID code: BIO5300139 | COSMOCERT. Producing organic wines by taking advantage of the special characteristics that native grape varieties offer, is a subject of an ongoing study for the company.



Soil health, natural habitat preservation, extension of areas likely to become platforms for organic agriculture development, our own training and education and the evolution of organic winemaking art, are enduring challenges for Lyrarakis wines.



Incorporation of this compost in vineyard soils that need to be improved is an annual process. It is performed by the use of light machinery, so as to prevent soil compaction. Incorporation depth is small.

Compost incorporation inoculates the soil with millions of beneficial micro-organisms. Soil health is directly related to these populations of beneficial microorganisms; they allow vine roots to develop effective connection with soil nutrients solution and “pump up” what they need for a balanced growth.



Aerobically composted grapes pomace, just before getting incorporated into vineyard soil

2.4. Compost production

The annual operation of the winery yields 40.000 – 65.000 liters of organic waste. This waste is an excellent material for compost production. Its open air aerobic fermentation delivers an outstanding final product.

The mixing of grapes pomace from wine making with soil and/ or olive leaves increases the volume of final compost and is an excellent source of soil improver.

2.5. Respect for the principles of biodynamic farming

Among various ways of farming, biodynamic farming stands out due to its harmonization with the cycles of nature and its subtle "homeopathic-like" use of herbal preparations. The aim is to balance and revive farm, soil and plants' health, instead of curing diseases.

We are interested in the application of biodynamic agriculture in order to tune (harmonize) our vineyards with the productive potential of the soil. We wish to maintain and increase soil fertility and allow vines to flourish in a balanced ecosystem. Allowing plants and animals to regain their place in the vineyard is a way for our vines and wines to give full expression of terroir and to optimize their character.



Photos of St August group members, with Kostas Bouyouiris, agronomist of LOCAL FOOD EXPERTS scc, George Lyrarakis, Dr. Julius Obermaier and Myrsini Archontaki at the biodynamic viticulture seminar on Psarades vineyard.



Kostas Bouyouiris, tutor at the biodynamic seminar

We have decided to apply biodynamic viticulture in selected vineyards after many decades of conventional farming.

The adoption of the biodynamic approach to viticulture requires an in-depth understanding of the founding principles of biodynamic agriculture and an ability to interpret these principles and implement them in the vineyard.

We know very well that we must accept and implement radical changes that require systematic guidance from specialized partners.

In this context, we realized the 1st seminar of biodynamic agriculture, addressed to LYRARAKIS wines employees and to selected affiliated winegrowers of the "St. August" group.

Main guest speaker was Dr. Julius Obermaier, an experienced senior international consultant in biodynamic agriculture. The seminar was co-ordinated by Local Food Experts s.c.



Dr. Julius Obermaier, senior consultant in biodynamics, empties the bottle with valerian extract on substrate of cow manure

2.6. Good land management practices of family vineyards

Current land management practices are the result of an evolutionary process of several decades. The following techniques are recorded as good practices:

1. Soil treatment is limited to absolutely essential interventions.
2. Ground cover crops are sown during winter.
3. Farming inputs always aim to enhance soil processes.
4. Each application of irrigation water is limited to the quantity needed for saturating the root zone.
5. The use of plant protection agents must be justified by the existence and extent of pests or diseases infestation.
6. No herbicides are used.
7. It is essential to maintain native vegetation for enhancing soil functions, preserving rural landscape and creating habitat for insects, reptiles, birds and small mammals.
8. When native vegetation in vineyards is in bloom, every use of substances suspected for bees' toxicity should be justified before application.
9. The crop waste, plastic, packaging supplies, irrigation materials or parts of agricultural machinery, should be collected and deposited in the appropriate places.
10. All activities, applications, and farming inputs are recorded daily.



The "Workbook of land management Rules" states that:

"The vineyard is a complex and vibrant living ecosystem that man must respect in order to comprehend"

Nikos Somarakis | agronomist, enologist of GEA SA.

Vineyards of Lyrarakis

Location name	Varietal code	Hectares	Variety
KAMINIA KENTRI	12121	0.50	Cabernet Sauvignon
KAMINIA	11039	0.30	Muscat of spina
KAMINIA	12121	0.50	Cabernet Sauvignon
KAMPOS KOUTSOUNARI	12151	0.10	Merlot
PSARADES	11022	0.25	Dafni
KENTRI - PSARADES	11048	0.42	Plyto
KATO - PSARADES	11022	0.20	Dafni
PSARADES	12178	0.60	Syrah
PSARADES	12121	0.15	Cabernet Sauvignon
PSARADES	12151	0.10	Merlot
PLYTO - PSARADES	11048	1.05	Plyto
PLATIA MERTHIA	12135	0.40	Kotsifali
PLATIA MERTHIA	12144	0.10	Mandilari
GERODETIS	11039	0.39	Muscat of spina
GERO-DETI / MOSCHADA	11025	0.10	Melissaki
GERO-DETI / MOSCHADA	11025	0.10	Melissaki
DEXAMENI - PSARADES	12178	1.50	Syrah
KENTRI - PSARADES	12178	0.20	Syrah
PSARADES	12151	0.20	Merlot

2.7. Vinification

Crete is an island where discovery is an ongoing procedure; one never really feels that one got to know this island completely. A place of fertile, rich, mighty power and still untamed, Crete transfers these and more qualities to every creature that is raised, lives and grows here. . . whether that be plants, animals or humans.

It is a great challenge to vinify on an island that is, in a sense, a “miniature of the world”; rich and diverse terrains and at the same time large differences in climate that vary from region to region. Those factors lead to a wide range of expressions for native varieties; most Greek and international grape varieties easily get adapted on Crete, since an ideal terroir can always be found where the variety can optimally express itself.

Vinifying on Crete, vintage after vintage, one realizes that there's always something new to discover; one's contribution can be in assisting vine/wine characteristics to be expressed in the best possible way. For doing so, it takes a lot of research, updated scientific knowledge and, at the same time, love and respect for tradition. We need to discern when and by what method we will handle each grape; which style of wine and from which area will produce the most harmonious result for each harvest. Above all, we need to refine the art of winemaking and maintain the wine quality that has been produced on the island in various historical periods.

In Lyrarakis wines we produce almost all the basic types of wines of Crete by applying variable winemaking styles. We vinify ten indigenous varieties (widely cultivated and endangered), that give monovarietal wines. We are, additionally, focusing on seven more native “forgotten” varieties, as we hope to achieve the expression of Crete's full varietal potential. In parallel, we vinify other Greek and international varieties derived from different terroirs; in this way we highlight balanced and standard characteristics in wines, “colored with a touch of Cretan paintbrush”.





Specifically, we keep up with manual harvesting in boxes of 15 or 20 kg, we only use pneumatic presses and in cases where grapes require our respect and awe (as in harvesting pre-phylloxera vineyards, aged over 100 years old, at an altitude of over 900 meters), we apply manual stalk removing and pressure to extract perhaps quantitatively less, but certainly qualitatively higher, fine juice.

In varieties that are very sensitive to oxygen exposure we are able to apply reductive winemaking conditions and to move at high speed by choosing to apply pre-fermentation removal of suspended solids by means of floating, thus gaining all the desired clarity of must and purity of aromas.

Concerning fermentation vessels, we respect and appreciate the traditional fermentation techniques in wooden barrels, in both controlled and non-controlled environment. Most commonly, we choose that fermentation is performed in stainless steel tanks. For red varieties, we do not apply mechanical means for must maceration and stirring; instead, we utilize the CO₂ produced during fermentation. We vinify into a particular type of fermenters (GANIMEDE) which channel, at a desired frequency, the naturally produced in the must CO₂ gas, from the bottom to the top, for breaking up the "cap".

At the same time, we have excellent results both for the vinification of red wines in concrete tanks and for vinification in outdoor standing upright barrels of 220 liters interacting with strong air currents. Each harvest is hiding a "bet" which we are determined to win, but also willing to lose in order to learn and to implement and study deeper. Eventually, any risk leads to long-term experience; in actual knowledge that is conquered.

Among the infinite options for selecting varieties and terroirs to deal with, the various vinification options are added. We are ready to implement the most proven and appropriate traditional or contemporary technique, depending on each occasion, in order to achieve the production of a self-identified wine. A wine that is together unique and exciting. Combinations are practically infinite, but the ones we have tried are a merit of knowledge and enjoyment for all of us; in any case causing the joy of adventure, discovery and conquest that one experiences in front of something new that sees the light and can maintain, enrich and beautify the image of our world.



Myriam Ambouzer,
Chief enologist



Myrsini Archontakis,
Chemist of GEA SA,
performing quality control
along the grapes sorting table

2.8. Bottling | Labelling | Packaging

It is a relatively simple, mechanical procedure, which requires attention to detail and hygiene standards.

The procedure includes:

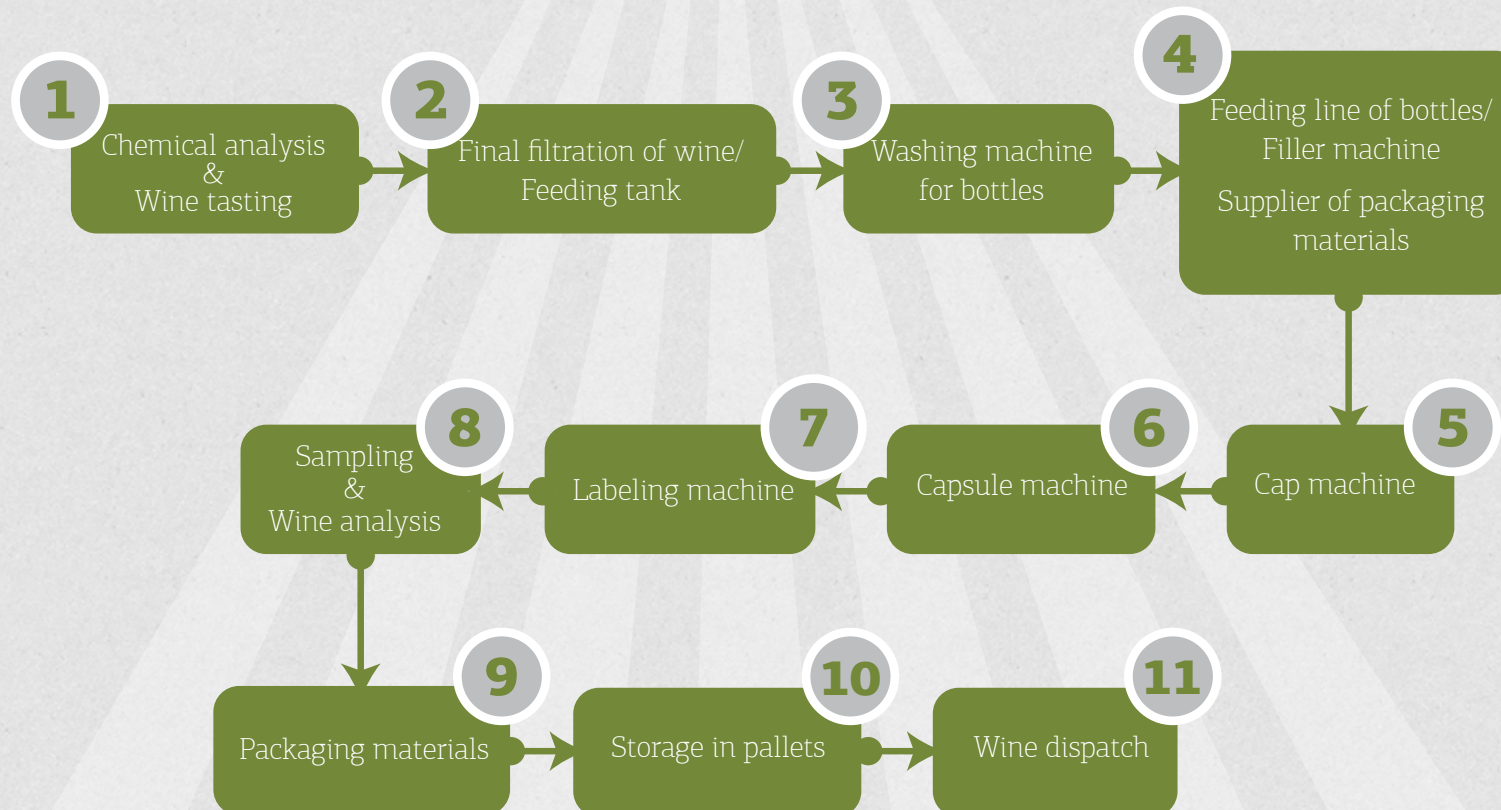
- automatic bottle rinsing
- filling the bottles with wine
- corking machine (or screwcap, wherever necessary)
- labeler
- packing everything in carton boxes

After bottling the wine, the product has come to its final state. It can be released in the market for immediate consumption, or kept in the cellar for ageing. The whole procedure is as flexible as possible, in order to be able to service all export markets of the company.



George S. Lyrarakis,
Bottling facility manager

PROCESS FLOW CHART OF BOTTLING



2.9. Visitable cellar

Strongly believing that the discovering of local products is one of the most exciting moments of a travelling experience and the most joyful way to learn about the history, the people and the culture of a place, we created the visitable part of our winery in 2004.

Establishing our winery and surrounding area as a location of interest for tourists, was our primary goal. That led to the opening of new working positions and new business opportunities for the locals through the collaborations that were made because of the cellar, like the ones with local restaurants, producers, and transportation services.

Besides the emergence of our area as a tourist destination, the founding of the visitable cellar has contributed to the extension of the tourist season in the region, by remaining open from April till October. Meanwhile, the main focus of the Lyrarakis winery for the following years is to create the right conditions for organizing events throughout the year, reinforcing the local economy by maintaining the working positions and increasing the incomes of the winery's collaborators.

Our tour packages have been designed in a way that focuses on informing the visitors about the uniqueness of the indigenous varieties of Crete, the diversity of the Cretan landscape and the long tradition of cultivating vines on the island for over 4000 years, as historically proven by the ancient and medieval wine-presses found in our wine region.

Another part of the company's main aim is to promote the Cretan gastronomy and the model of the Cretan diet. Therefore all the products included and offered in the tasting packages are locally made with high gastronomic interest and benefits for the human health.

During the tourist season, many events and activities are being held in the visitable cellar's facilities that focus on promoting the cultural heritage and tradition to participants from all over the world. These events include traditional music concerts, dancing performances and cooking competitions like the 1st Minoan Cooking Challenge.

Another activity offered by the winery is the prosecution of educational tours for schools that introduce children to the tradition and economy of their island, in which viticulture and winemaking has a major role. The overall aim of these tours and programmes is to bring children closer to nature and instil respect for the land and the products given by it.



The main tour and tasting packages:



BACCHUS

This package includes:

- A guided tour of the vineyards, open-air vine museum and cellar where wine ages in oak barrels.
- Tasting of wines made from the indigenous varieties of Crete.



VOTRYS

This package includes:

- A guided tour of the vineyards, open-air vine museum and cellar where wine ages in oak barrels.
- Tasting of wines made from the indigenous varieties of Crete accompanied by Cretan types of cheese.



DEGUSTATION CRETE

This package includes:

- A guided tour of the vineyards, open-air vine museum and cellar where our oak barrels are stored.
- Wine tasting accompanied by traditional delicacies of the island.



KERASMA

This package includes:

- A guided tour of the vineyards, open-air museum and cellar where wine ages in oak barrels.
- Tasting of wines made from the indigenous varieties of Crete paired with characteristic Cretan courses.



PREMIUM CELLAR EXPERIENCE

This package includes:

- Introduction to the wine-making tradition of Crete by a guided visit to a historical wine-press of the 14th c. located near the winery.
- A guided tour of the vineyards, open-air museum and cellar where wine ages in oak barrels.
- Private tasting of new and old vintages of wines made from the indigenous varieties of Crete.



MINOAN TASTE & WINE EXPERIENCE

This package includes:

- A Minoan cooking demonstration and introduction to the ancient Minoan gastronomy by the "Minoan Taste" team.
- A guided tour of the vineyards, open-air museum and cellar where wine ages in oak barrels.
- Wine tasting paired with a Minoan inspired meal

Our visitable cellar aspires to be a benchmark, a place you shouldn't miss when visiting, of the Cretan vine and wine sector and promote the importance of a society that consumes what it produces. But more importantly, the winery aims in making every visitor a friend.



2.10. Commercial Department | Sales

The commercial department of the company has three main sections: The market of Crete, which remains the most important market of the company, the “rest of Greece”, and the export markets.

On Crete, the huge efforts that started in the early nineties by the first generation of the company, go on until today. The people of the company try to share its philosophy on a daily basis, and how this is connected to “product Crete”, touristically, culturally, financially, contributing to the sustainable development of our island. Ayrarakis wines has established important partnerships with all distribution channels; professionals as well as consumers honour the company every day by opting for its wines.

Concerning the rest of Greece, the distribution of the company has improved a lot in the past years. What has contributed greatly in this, is the steadily increasing quality of our products, as well as the consumer need for differentiated products with a distinctive character. Crete has started to become better known overall in the wine industry, which obviously also helps a lot!

Concerning exports, which also started in the nineties, we have partnerships in many markets, as can be seen in the world map included in this document. The systematic approach we have been using has started to bear fruit. International (non-Greek owned) companies show trust in our products. This is very encouraging, taking into consideration the size of the world wine market, especially from the supply side.

For all above-mentioned markets, the company has to connect with a lot of people, visiting international and local exhibitions, participating in international wine competitions, conducting market research, local market visits to customers, welcoming trade (and non-trade) visitors at its facilities in order to show the quality of its products, their great price/value performance, their differentiation, and the need of all consumers to support this distinctiveness, which gives colour to our lives. It is obvious that ethical, sustainable production practices, hence sustainable products, are a very important asset, in order to be convincing for all the above. The greatest proof, however, is the fact that Ayrarakis wines is a family business, that passed from the first generation to the second one, and the main base of production is family-owned land.



Lambros Lyrarakis with visitors outside the Cellar, during “Open doors 2016”



Effie Kallinikidou, Exports manager, at a tasting in Dusseldorf, Germany

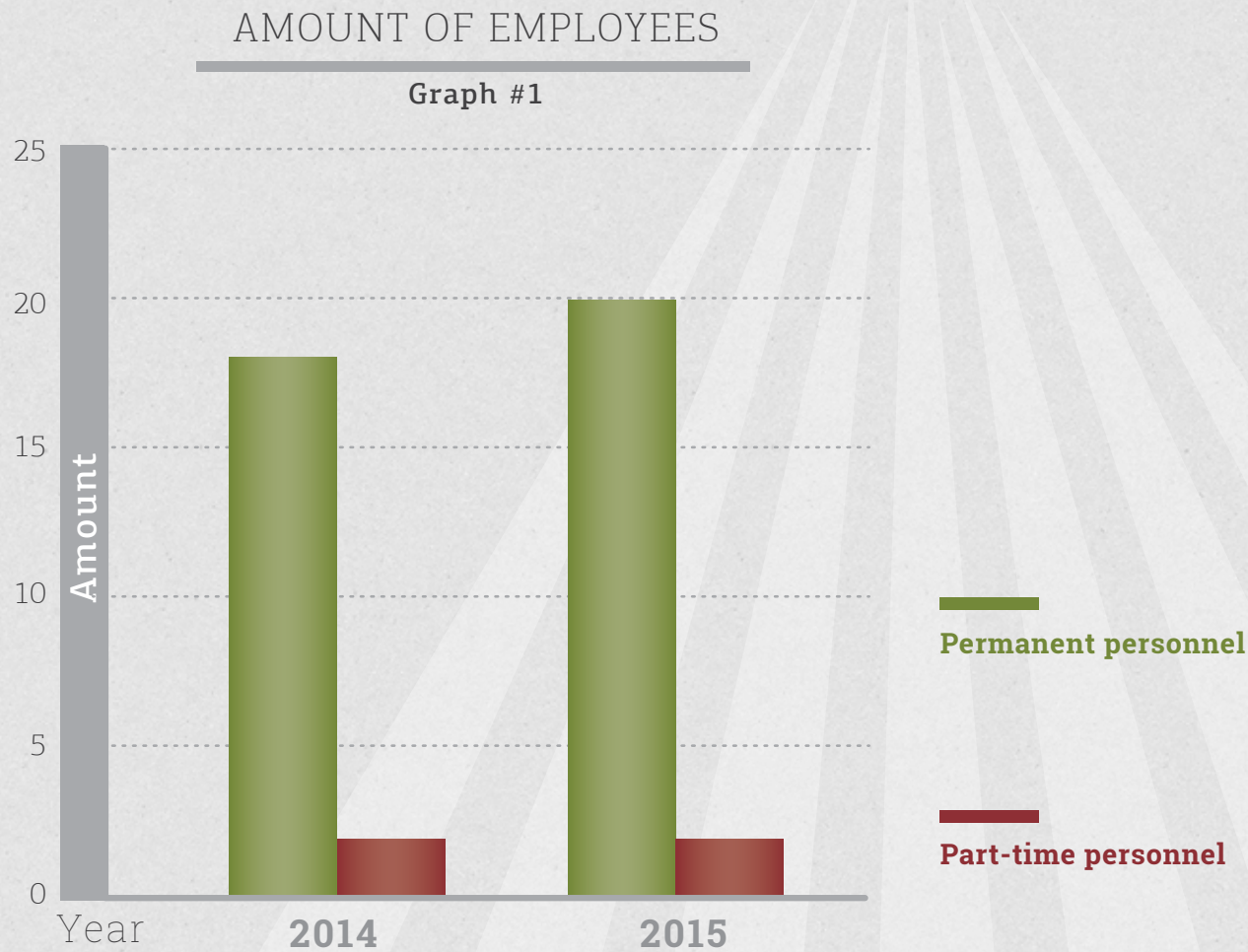


Chapter 3
Social Dimension

This chapter presents characteristics relevant to the social environment of the company and its policy for comprehensive prevention and protection of executives and workers of this enlarged family that has been formed around Lyrarakis wines.

3.1. Work practices and ethics

The company has made serious efforts to provide a fair, safe and decent working environment. As a result, a series of practices have been designed which enrich the employees network with training and social benefits.



3.2. Employment

The total number of workers during the reference period, as presented in graph 1, amounted to 22. Two of them are temporary workers hired for seasonal jobs.

All employees in GEA SA have an employment contract that complies with the applicable national legislation.

Graph #2, shows gender ratios for employees in the family vineyard, winery, bottling unit, the Visitable Cellar, the retail shop and accounting office, as well as in executive positions.

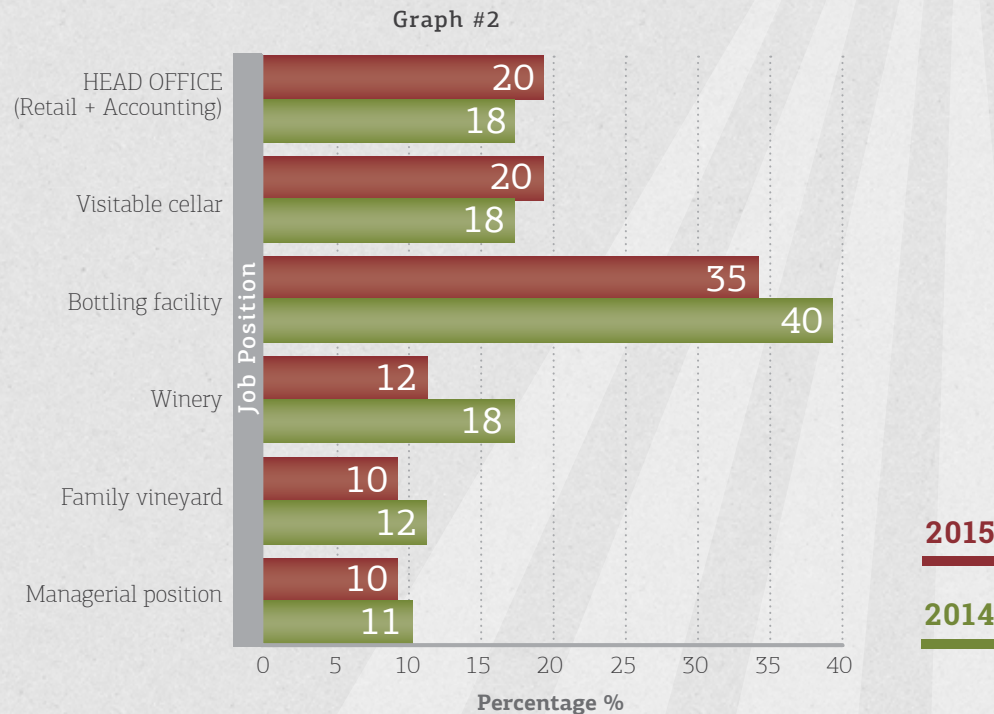
Graph #3, illustrates that 35% of employees are women, of which a 10% ratio are positioned in managerial positions.

In accordance with the values and concepts of gender equality, there is no remuneration difference within the company, based on gender.

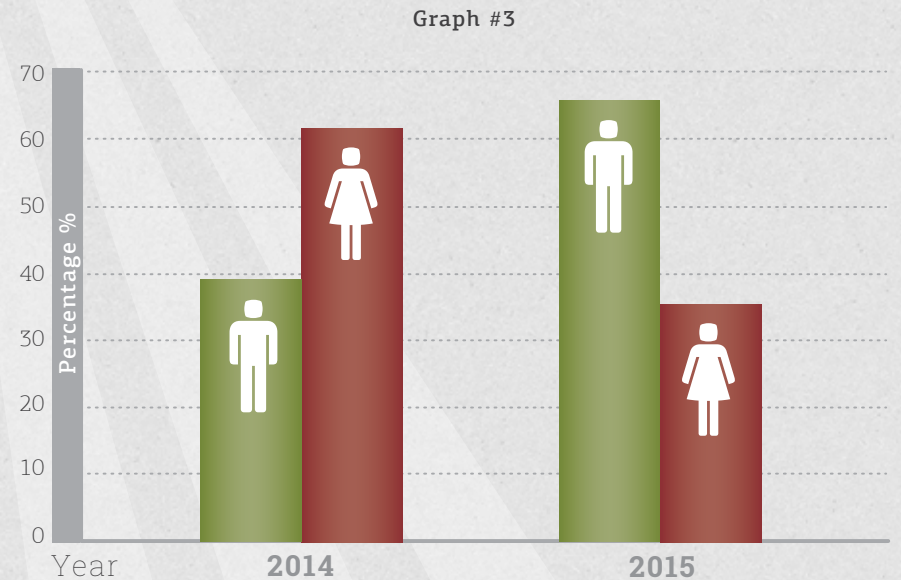
There is a pay gap, though, associated with responsibility issues and position in the company.

The company has a high average duration of careers. The longest career in the company started back in 1991.

PERCENTAGE OF WOMEN WORKING / LOCATION



PERCENTAGE OF MEN & WOMEN EMPLOYEES

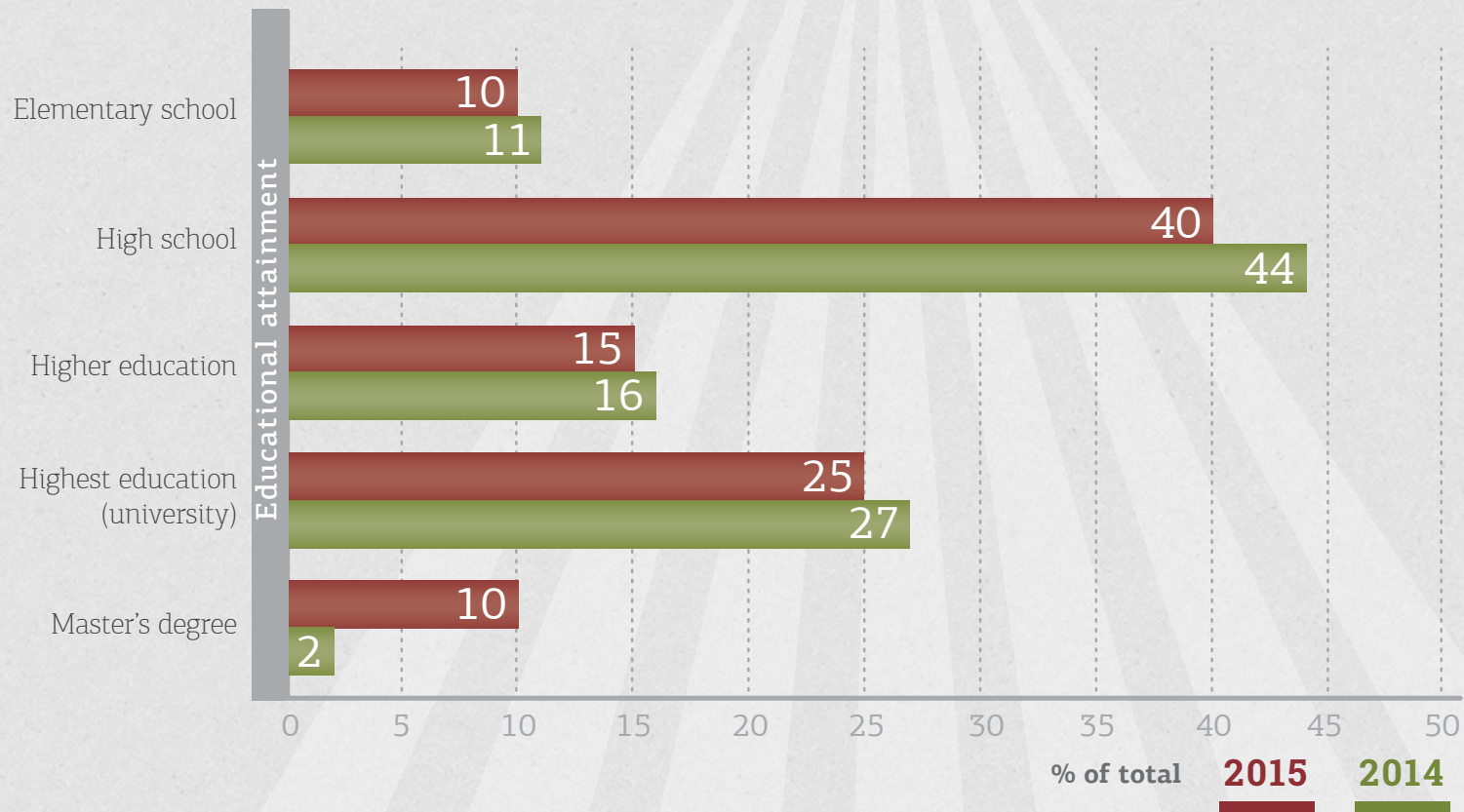


Graph #4 reflects the educational attainment of employees.

10% has completed elementary school, 40% highschool, 25% university (higher education), and 10% has a master's degree.

EDUCATIONAL ATTAINMENT OF EMPLOYEES

Graph #4



3.3. Social benefits

Over the years, the company has developed a curriculum of continuous education for all personnel. Costs for the self-improvement and specialisation of the workforce are covered (seminars, trips, workshops, etc).

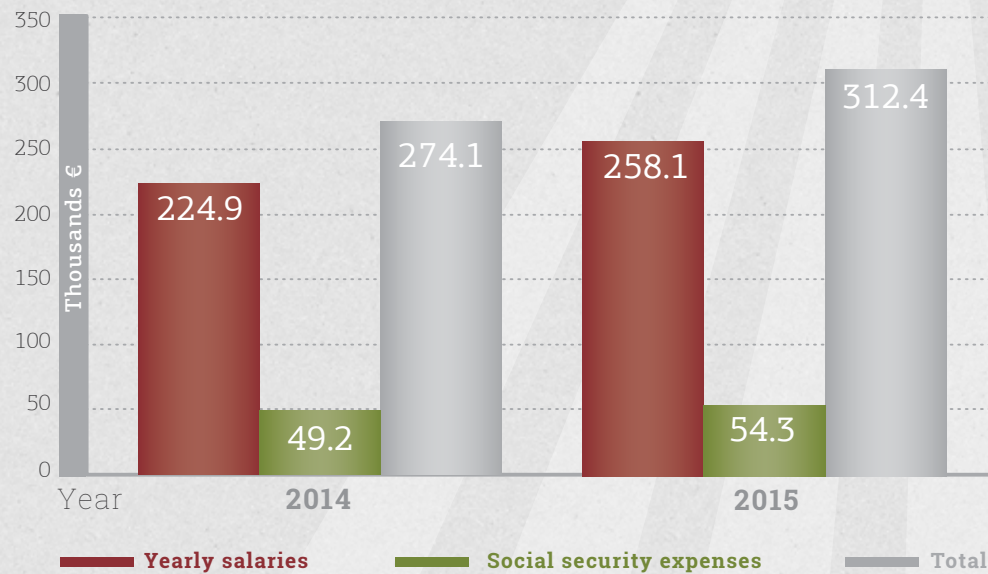
The company has made 5 cars available for the transport needs of employees.

Social integration is encouraged, by organising various company events.



TOTAL AMOUNTS FOR YEARLY SALARY & SOCIAL SECURITY EXPENSES

Graph #5



3.4. Payroll balance

Graph #5 shows the absolute amounts of Payroll Balance of GEA SA. For year 2014, the company returned to the local society | economy the amount of Euro 274.300; this amount was euro 312.400 for 2015, respectively.

3.5. Health and safety in working environment



- Advises for the procurement of equipment, the selection and testing of personal protective means, the configuration of working environment and, in general, consults on the organization of production processes.
- Investigates the causes of accidents.
- Supervises fire safety and conducts alarm practising.
- Informs employees about the occupational risk.
- Participates in the preparation and implementation of training programs.

Since accident management files are maintained in the company, two (2) accidents have been recorded, fortunately without any of them having caused serious injury.

Lyrarakis wines continuously and in various ways reminds safety rules to its employees who are working in or visiting spaces of the company. In 2013, with the aim of enhancing security level, a Mechanical Engineer | Safety Technician was contracted on a permanent basis, for safety ensuring & risk prevention.

The Safety Technician suggests to the company management team, verbally or in written form, administrative hints and tips about health and safety issues and about the prevention of accidents at work. Written suggestions are noted in a register, as required by legislation. The company's representative, by signing, receives and considers those suggestions.

In the context of corporate policy for prevention and safety issues at work, the Safety Technician's job description includes the following aspects:

- Verifies the safety of installations and technical tools prior to operation, the production processes and working methods.
- Supervises working conditions and the implementation of safety and accident prevention measures by regularly inspecting working positions.

3.6. Education and training

For ensuring continuous training of our associates, an annual program has been designed for updating & training our employees.

Discussions and interviews regularly take place with employees in every department of the company, about issues of safety and productivity. The needs detected from those interactions, consist the basis of the education and training programs.

The process for strengthening security incorporates the need for assessing the degree of how far employees understand potential risks. All employees of the production line participate in this process which takes place in real working time; either during high or low productivity intensity.

In 2014-2015, the average number of training hours per employee was 4.5 hours annually.

Training courses primarily aimed at completing the knowledge and aptitudes that all of us should maintain and develop.

Training courses include:

- references on technical systems and prevention of occupational risks (fire safety etc)
- references on issues of "First aid and Basic Life Support" (commemorative photo with instructors and trainees at the visitable cellar, June 2016)



3.7. Organic vegetable garden

In collaboration with our partner winegrower Kostas Diavadianakis (center in the picture, between K. G. Bouyouris – left- and N. Somarakis – right), the company is producing organic vegetables by the method of co-cultivation.

The quantities of vegetables that are produced cover part of the food offered during the meetings of various company groups (employees, members of St August winegrowers group and others).

The 3-4 consecutive sowings | plantings are based on:

- Seasonality
- Use of seeds deriving from affiliated Cretan producers or other local sources
- Low inputs use, approved by EC reg. 834 | 2007 about organic farming
- Minimum tillage (deep soil loosening & shallow mixing).



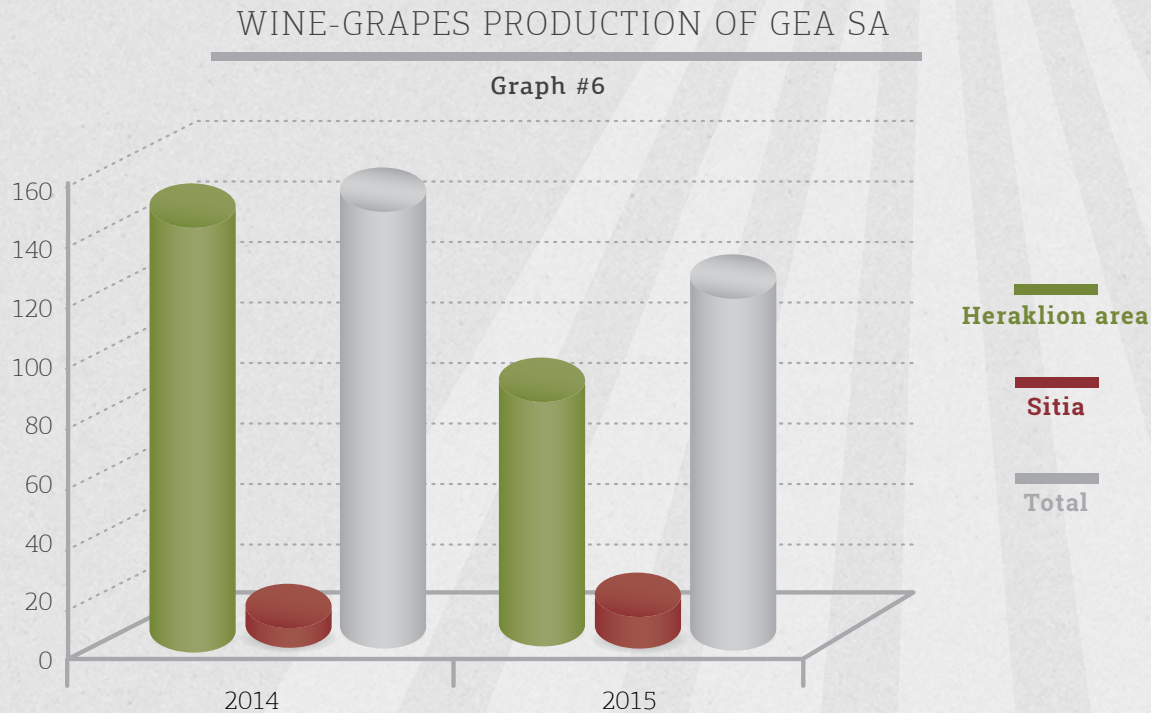
3.8. Policy for children protection from forced labor

Following the guidelines of the company, a strict stance against forced child labor is applied; no persons under 18 years old are hired for any reason or type of work. Exceptions are possible for agreements that may be accepted, once signed by educational institutions aiming to co-operate with the company for juvenile students training. The internship assignment is accepted by G.E.A. S.A. , once it is proved that training period does not interfere with the smooth running of the academic year.

3.9. Working together with local community

Vine-growers of GEA SA

In 2014, as shown in graph #6, Lyrarakis wines collaborated with 146 local winegrowers, of whom 5 were located in the Sitia area, in eastern Crete. For 2015, the number of affiliated winegrowers was 116; they focused on developing the cultivation of native varieties and improving their techniques in vineyard management. Seven of those affiliated winegrowers were located in Sitia. In 2016, the establishment of “Saint August” group of winegrowers has promoted important structural changes in vineyard management towards sustainable winegrowing. So far, there are 24+ members joining this group.



3.10. Establishment of Saint August winegrowers group

For more than 30 years, Lyrarakis wines explores and “re-generates” the potential of Cretan vineyards. The beginning was made in 1996, when after four years of studies, research and cultivation, the first bottlings of wine from native varieties Plyto and Dafni took place.

Nowadays, the company and its affiliated winegrowers continue to expand the establishment of native varieties vineyards. Apart from Plyto and Daphni, those varieties include Melissaki, Assyrtiko, Thrapsathiri, Kotsifali, Mandilari, Vilana, Vidiano and other promising varieties.

Along this “fermentation” process between Lyrarakis wines, native varieties and affiliated winegrowers, we spotted people thinking like we do; they love their place, their land, native varieties and fine wine. Our common desire to showcase native varieties resulted in establishing, in 2015, the “St August” Group of Winegrowers.

The company undertook the task of training and educating selected winegrowers on the principles and practice of sustainable winegrowing. For this reason, in 2016, we collaborated with specialized agricultural technicians. Initially, a

self-evaluation process was performed by the winegrowers, in order to set up the “starting point” for each one. This was done by the use of questionnaires referring to 48 key performance indicators.

The results of self-evaluation were cross-checked with vineyard “reality” and farming management history of each winegrower. In this way, individualized vineyard management strategies were designed for sustainable management of each vineyard for each winegrower.

Apart from experience in vineyard management, the special skills of “St August” group members include the dedication of time, caring and “lifelong passion” for their art. The group is managed collectively by its members, each of whom has committed to adhere to the highest standards of sustainable viticulture.

Our aim is to create sought-after wines, which internationally stimulate the interest on native varieties of Crete and are highly appreciated by wine lovers and wine professionals.



“August was the month I liked best in my childhood, the month I still like best. After all, it brings us grapes and figs, cantaloupes and watermelons. I christened it Saint August. Here is my protector, I told myself; to him I shall address my prayers. When I desire anything, I shall ask Saint August and he will ask God, and God will give me what I want. ”

Nikos Kazantzakis, from “Report to Greco”

3.11. Participation in the Project: Connecting Sustainable Winegrowing with the Hospitality Sector

At the beginning of 2016, G. E. A. SA was invited to participate in the implementation of an innovative Project titled: "Connecting Sustainable Winegrowing with hospitality services on Crete".

The Project, coordinated by LOCAL FOOD EXPERTS scc, groups together the Futouris eV Consortium of Tourism agents, Lyrarakis wines, St August group of winegrowers, TUI Austria, TUI Hellas, Agapi Beach Resort and Cretan Malia Park Beach Hotel of SBOKOS's Hotel Group, Creta Maris Beach Resort and TUI Magic Life Candia Maris of Metaxas Group of Companies SA.

The main objective of the project is to link sustainable winegrowing with the hospitality services on the island of Crete in Greece.

The collaboration between winegrowers, winemakers and tourism sector on Crete proves that sustainable wine production using native varieties can add a new dimension to the winegrowing sector of the island and contribute to the development of Crete as a sustainable tourism destination.



1st Workshop on Connecting Sustainable winegrowing with Hospitality Services
May 21 – 22, 2016 | Heraklion | Crete



LYRARAKIS
wines

Melissaki Plyto Dafni Liatiko

Vidiano Mandilari Thrapsathiri

Vilana Kotsifali

Half a century of devotion
to the cretan vineyard

3.12. Product liability

The quality standard ISO 22000, the international standard for food safety, is relevant to the whole food chain from “the producer’s field” until the “shelf for the consumer”.

Lyrarakis wines apply this standard to all levels of activities dealing with food items, from production to processing, packaging, transportation and sales. At the same time, via the useful ISO 22000 procedures, the requirements of interactive communication are defined and fully harmonised with the principles of HACCP (Codex Alimentarius).

The Family Vineyard implements the GLOBAL GAP quality standard and its procedures; for securing and certifying management system requirements and production processes of plant food commodities intended for human consumption.



3.13. Blood donation

On April 4, 2016, the National Research and Technology Network, operating as the administrator of the National Register of Voluntary Blood Donors, approved the creation of a voluntary blood Bank under the name: Association of voluntary blood donors “BLOOD BANK OF GEA SA”.

The founding team of this association consists of members of “St August” group and employees of GEA SA.

The objective of this blood bank is the expansion of its members and the realization of regular voluntary blood donations. The Bank seeks to ensure unhindered blood needs of members and 1st degree relatives.



3.14. Social balance 2015

Graph #7 at chart depicts the Social balance for years 2014 and 2015.

For G. E. A. SA the following amounts are standing:

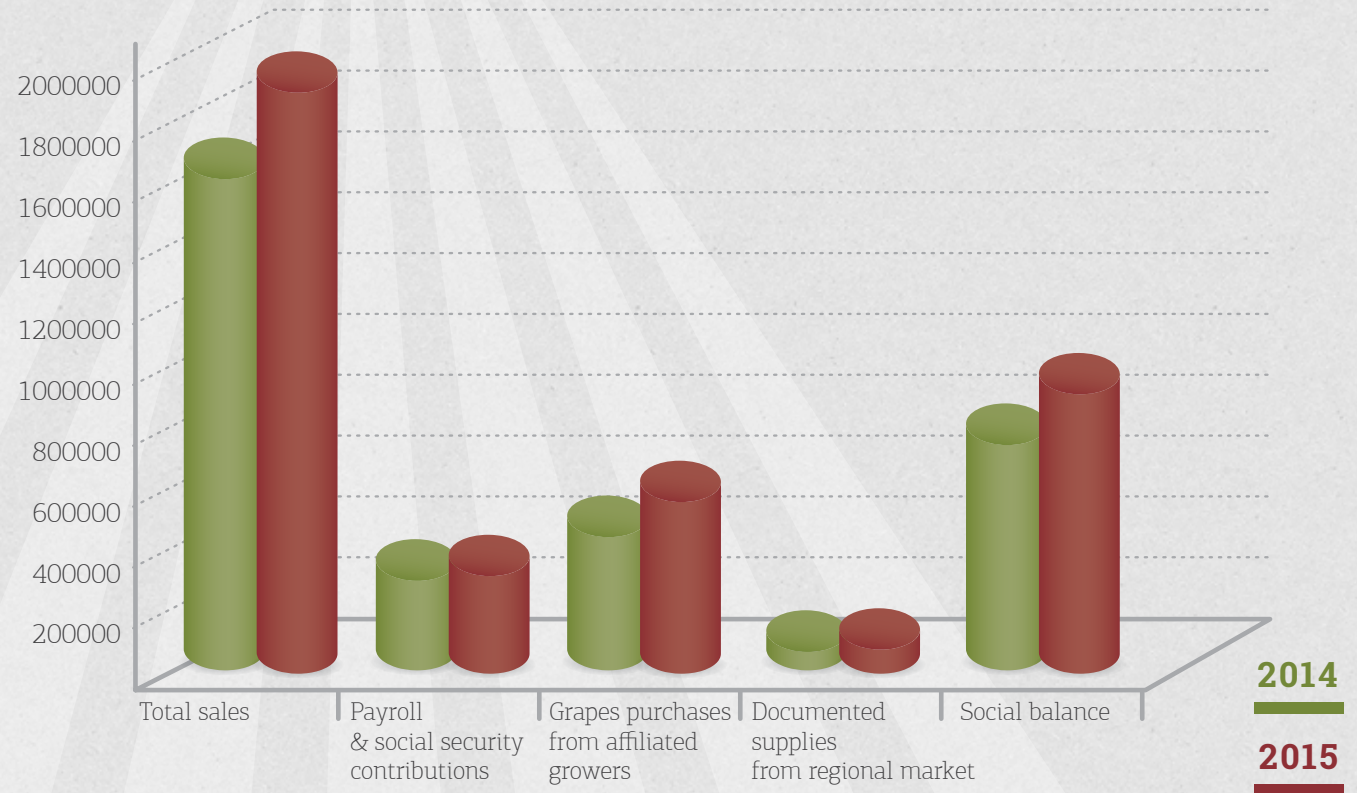
- total sales: € 1.608.985 (2014) and € 1.855.448 (2015),
- payroll contributions: € 274.100 (2014) and € 312.400 (2015),
- documented supplies from regional market: € 54.700 (2014) and € 67.800 (2015),
- grapes purchases from affiliated growers: € 390.200 (2014) and € 508.800 (2015).

The above numbers demonstrate that the company by its business activity returned to local society || economy the amount of € 719.000 (2014) and € 889.000 (2015).

Those numbers correspond to a turnover percentage of 42.54% (2014) and 47.91% (2015).

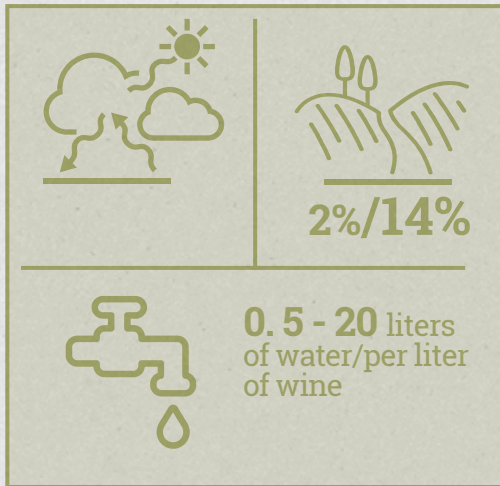
SOCIAL BALANCE 2014 & 2015

Graph #7





Chapter 4
Environmental dimension



Compared to its economic and social positioning, the wine sector has a limited impact on the environment; nonetheless, it is considered as one of the sectors with the highest interest in sustainability issues. Different methods have been developed and used for the evaluation and estimation of wine production process carbon footprint and its effect on climate change.

On a global scale, the agricultural sector is responsible for about 14% of annual global greenhouse gas emissions deriving from human activities. About 3% of those emissions are attributed to the wine sector, making the latter responsible for the 0.3% of the total amount.

The water footprint of the various processes in wine making has been evaluated on a global scale; the consumption of tap water has been estimated to range between 0.5 and 20 liters per liter of wine.

| Source: Environmental impact of vinegrowing and winemaking inputs.

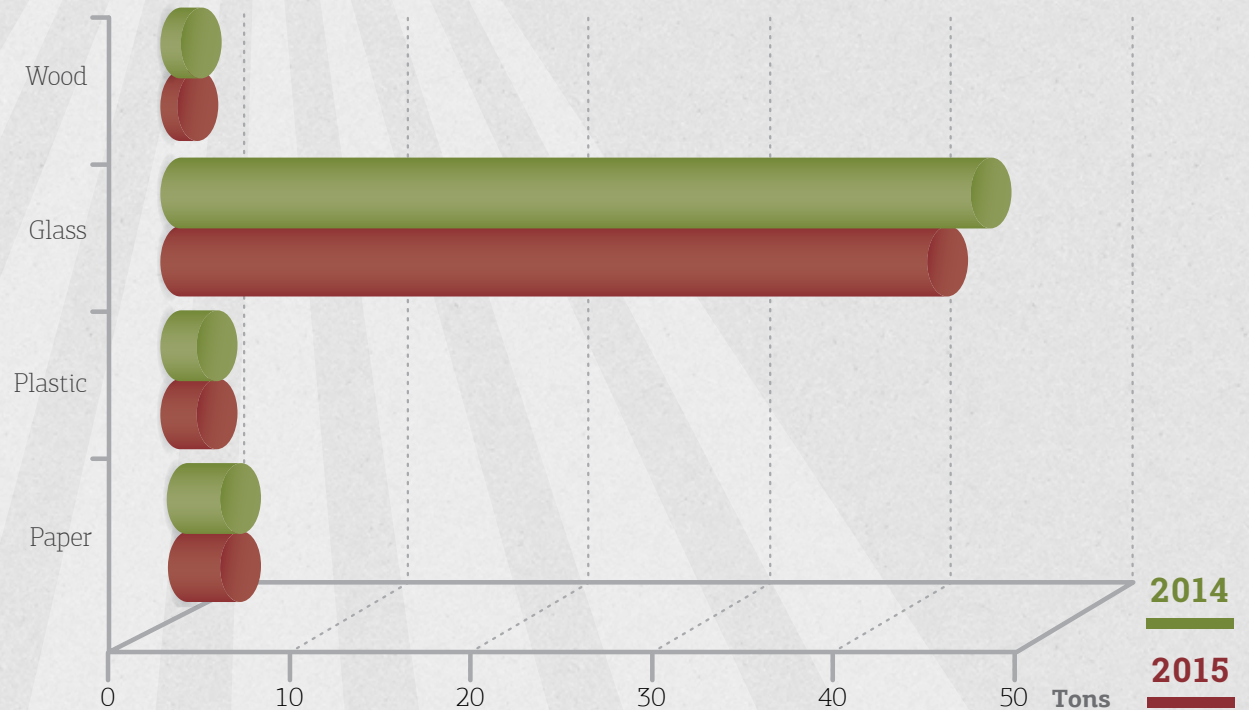
4.1. Materials

The adjacent chart #8, presents the materials and packaging items quantities that are subject to the provisions of law 2939 | 2001 and are annually used by GEA SA.

The Hellenic Company for Exploitation of Recycling organizes materials recycling management and file keeping, in accordance with the State laws 106453; 20-2-2001 & 118019 | 18-3-2009.

YEARLY PACKAGING MATERIALS USE

Graph #8



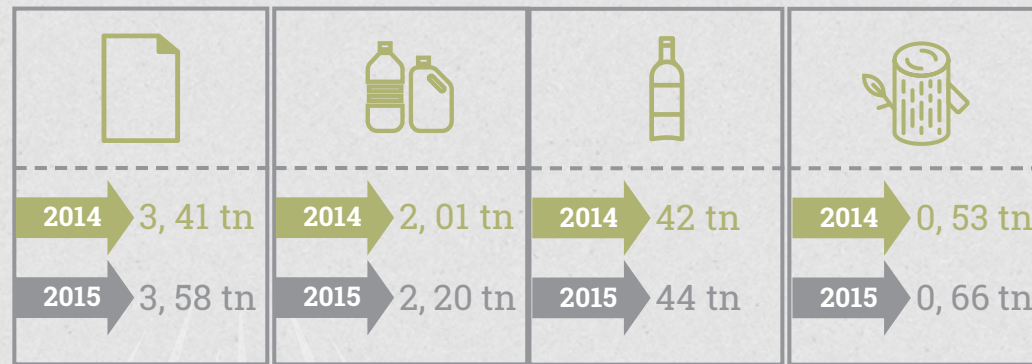
With contract code 30-00-0953, the company documents its participation in the collective alternative recycling management for materials consumed during wine production. G.E.A. SA declared in the annual statements of packaging materials use, the following quantities, for 2014 and 2015 respectively:

- 3.41 & 3.58 tons of paper,
- 2.01 & 2.20 tons of plastic,
- 44.00 & 42.00 tons of glass and
- 0.53 & 0.66 tons of wood.

Graph #9 lists the absolute number of items consumed for wine packaging for years 2014 and 2015; which were 126.000 and 133.000 respectively.

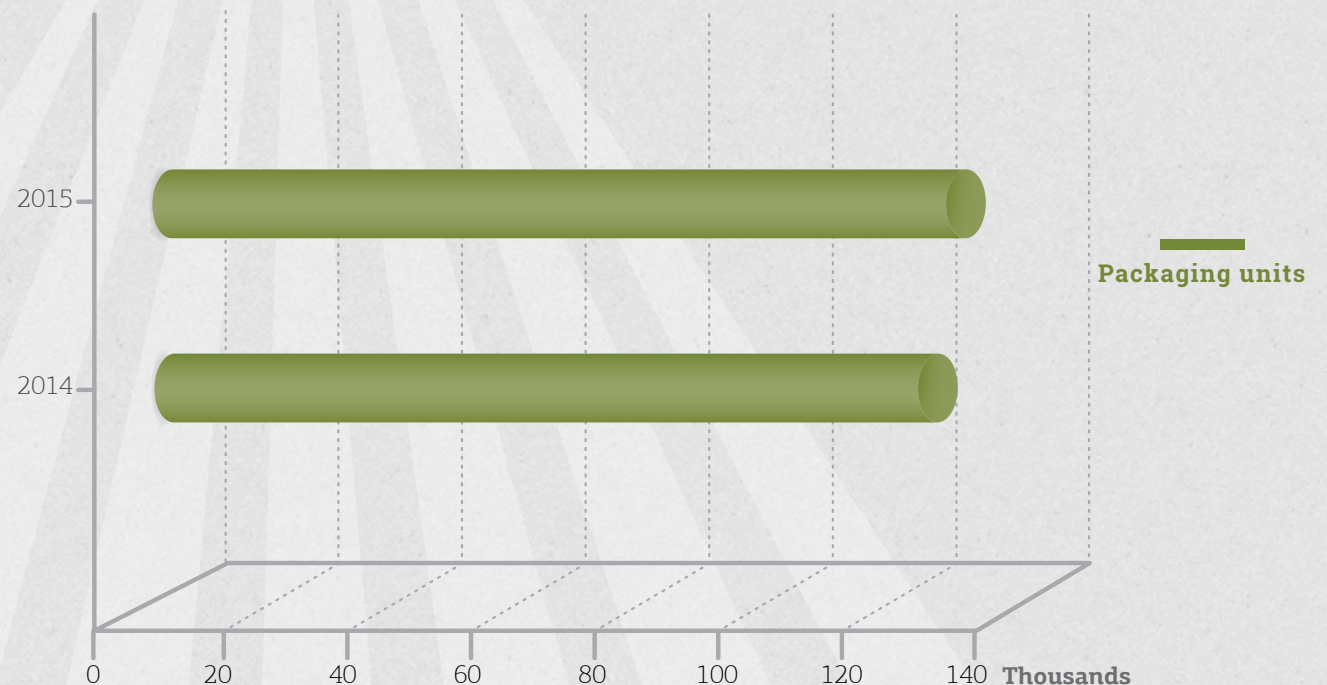
Materials and packaging quantities management include total records and calculations for the individual activities of the analysis laboratory, the production line, the bottles cellar, the bottling line, the storage process, the process of products shipments (logistics), the visitable cellar services, as well as the retail store.

Amounts of packaging items that are consumed during vineyard cultivation are not included. This procedure will be initiated during the annual use of 2016. The corporate strategy plan for the improvement of sustainability indicators also addresses further weight reduction of glass bottles and cardboard boxes.



CONSUMPTION PACKAGING UNITS

Graph #9



4.2. Energy

Most of the energy consumed in the Winery is associated with temperature control of:

- grape must (during harvest period)
- fermentation process and final bulk wine (during storage period)
- wine stabilization before bottling.

During the production of our wines we apply various energy saving practices for wine-making:

- Avoidance of grape harvest during the hottest hours of the day
- Use of insulated tanks for vinification
- Efficient use of energy (capacitors, led technology), etc

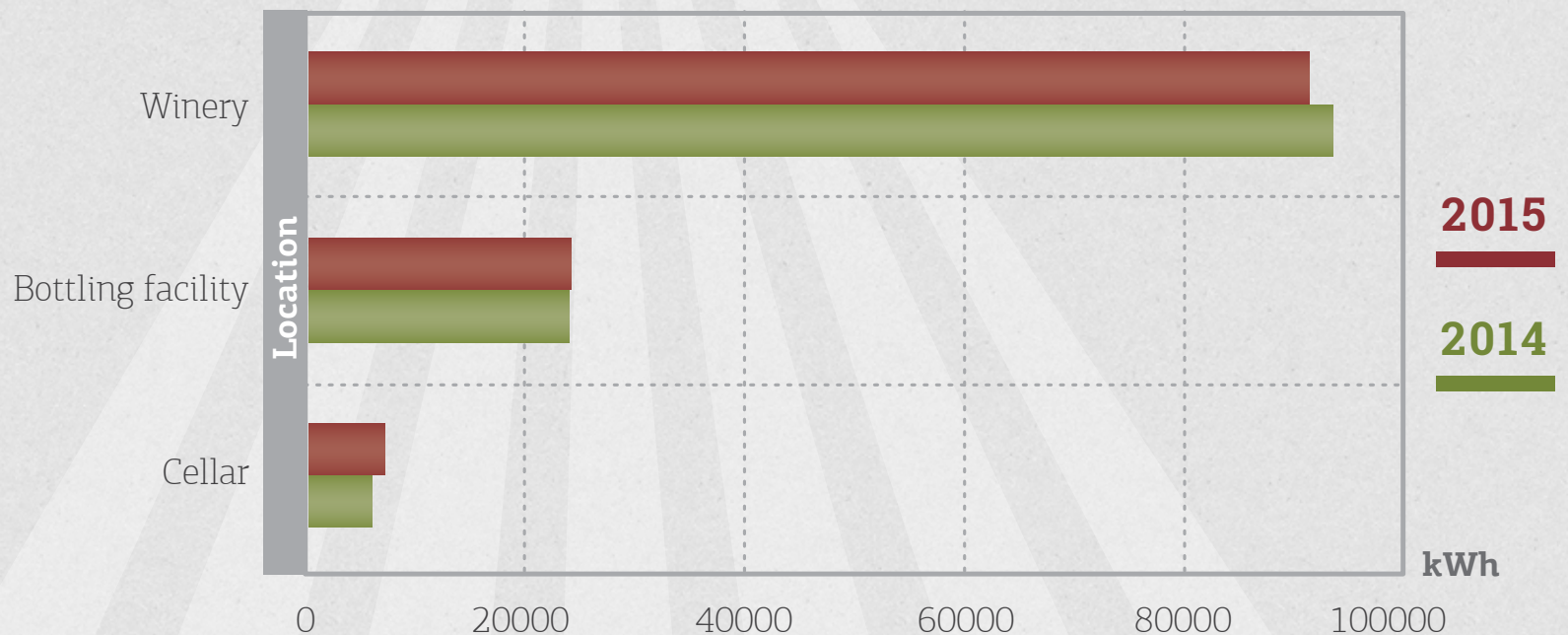
At the same time we study the possibilities of producing energy from the Sun. Graph #10 shows the consumptions in kWh for years 2014 and 2015 respectively, on the three electricity consumption counters that exist in our production units:

- Winery (Location Kambos): 91.680 | 93.520 kWh
- Bottling (Location Koutsounari): 24.026 | 24.217 kWh
- Cellar (Location Psarades): 5.680 | 7.480 kWh

In total, 121.386 kWh and 125.217 kWh were consumed in 2014 and 2015 respectively, noting an increase of 3.811 kWh for 2015.

CONSUMPTION in kWh

Graph #10

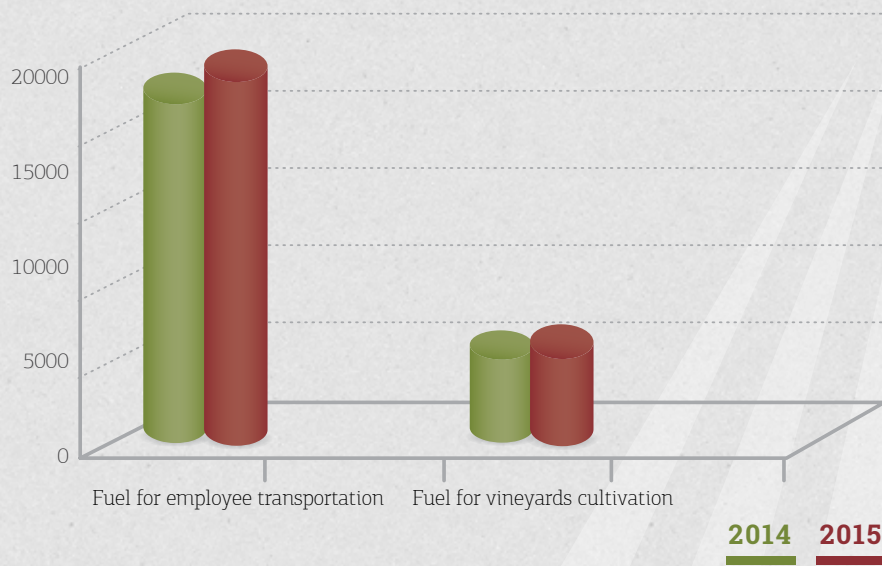


Fuel

For all of the activities, 16.891 lt & 18.154 of fuel were respectively consumed in 2014 and 2015.

FUEL in Liters

Graph #11



Water

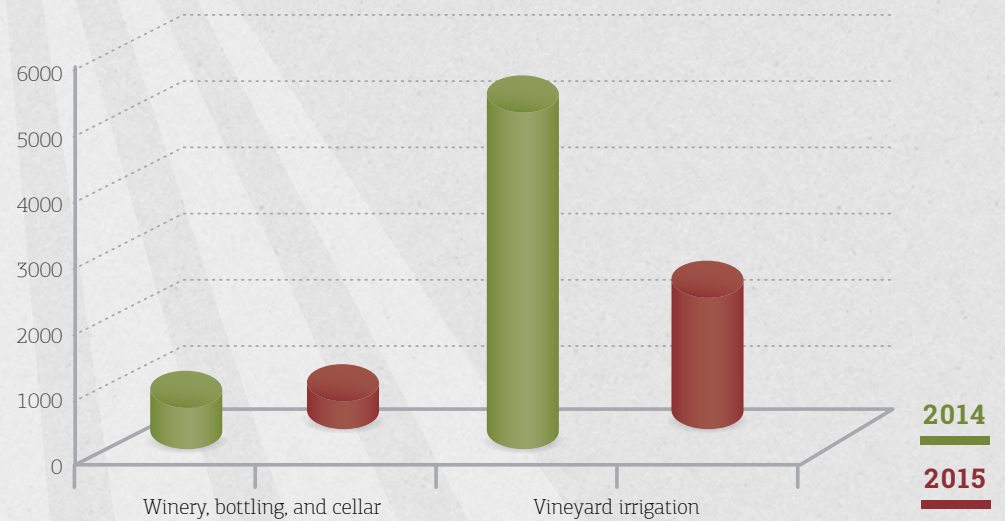
Water consumption documentation is one of the most consistent internal procedures of the winery. Monitoring the vineyard irrigation system is implemented on a regular basis.

We seek to have the system operating under optimum conditions. Dripping pipes are regularly examined and replaced if damaged or malperforming.

Water consumption for tanks rinsing is also constantly recorded, through the management system of neutral aqueous solutions. Chart #12 presents water consumptions of 6.755 m³ for 2014 and 3.369 m³ for 2015; the difference is due to recorded rainfall in the summer months of 2015.

CONSUMPTION H₂O in M³

Graph #12

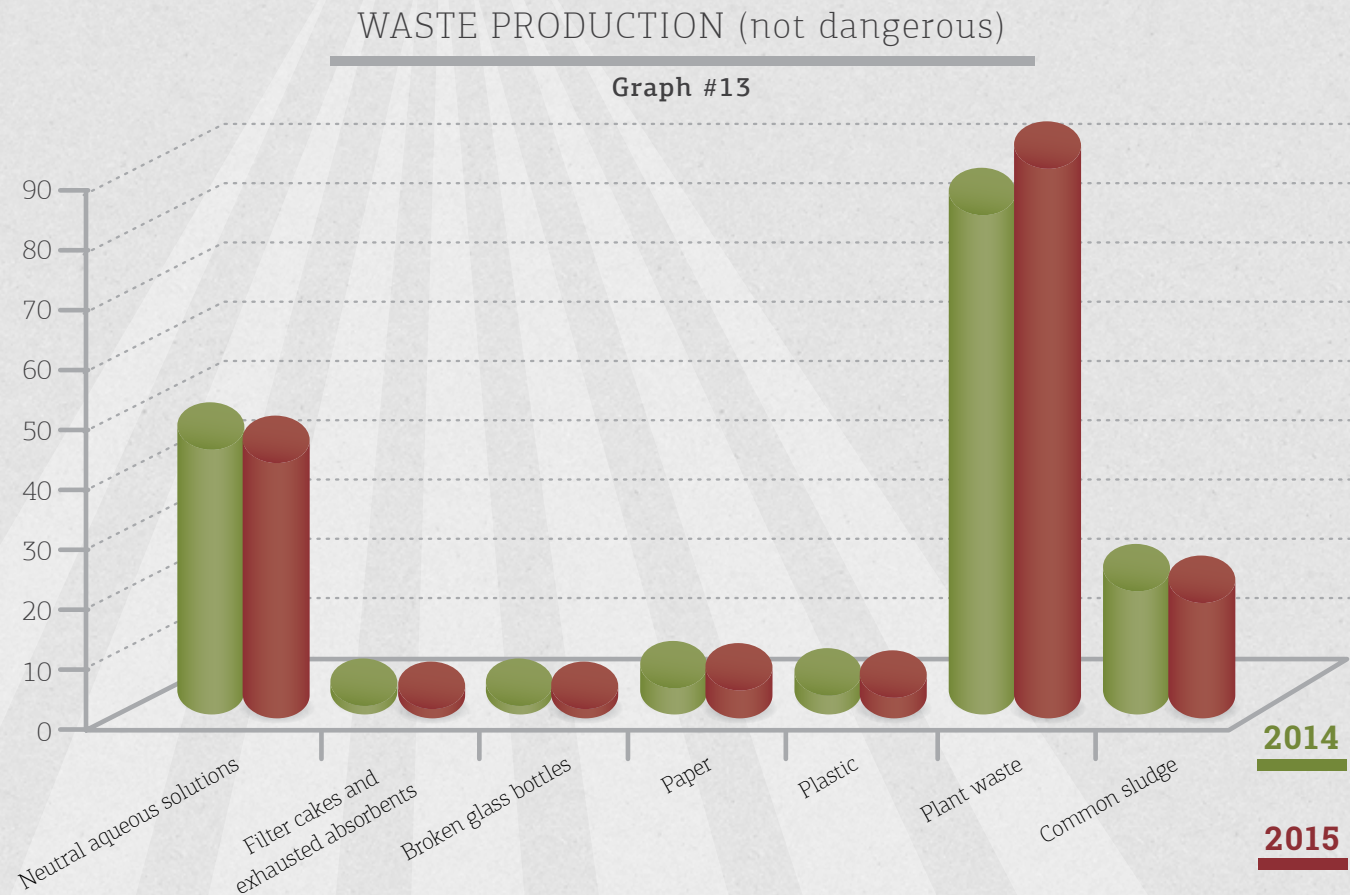


4.3. Waste production

G.E.A. S.A. documents an annual report as a waste producer (Hellenic Law 13588/725/06).

According to documents for annual uses of 2014 & 2015 (respectively), the company produced:

- 46.000 and 44.000 kgs of neutral aqueous solutions
- 1.600 and 1.600 Kgs of filter cakes and exhausted absorbents
- 900 and 940 Kgs of broken glass bottles
- 3.410 and 3.580 Kgs of paper
- 2.020 and 2.200 Kgs of plastics
- 85.000 and 92.000 Kgs of plant waste
- 20.000 and 18.500 Kgs of common sludge



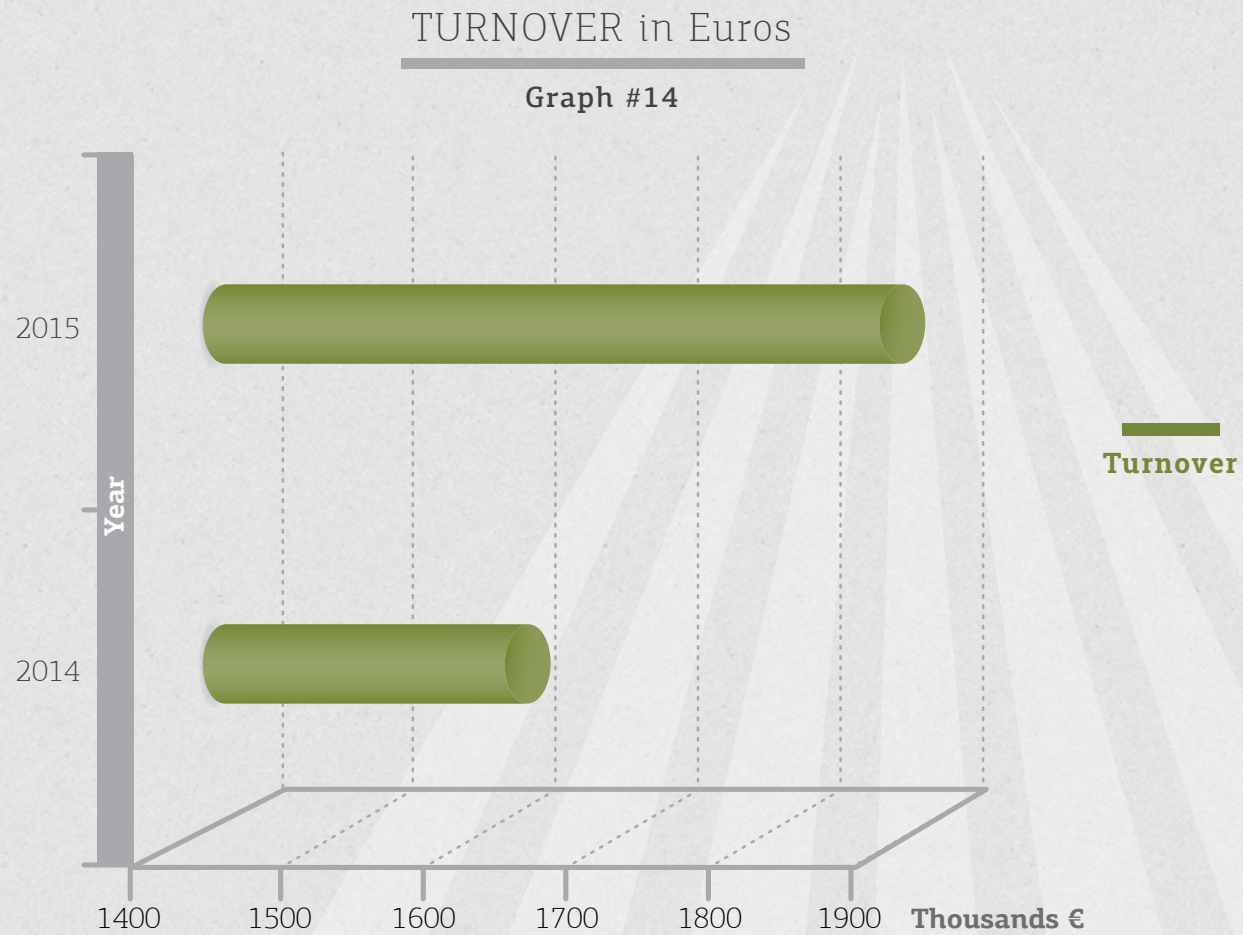


Chapter 5

Financial dimension

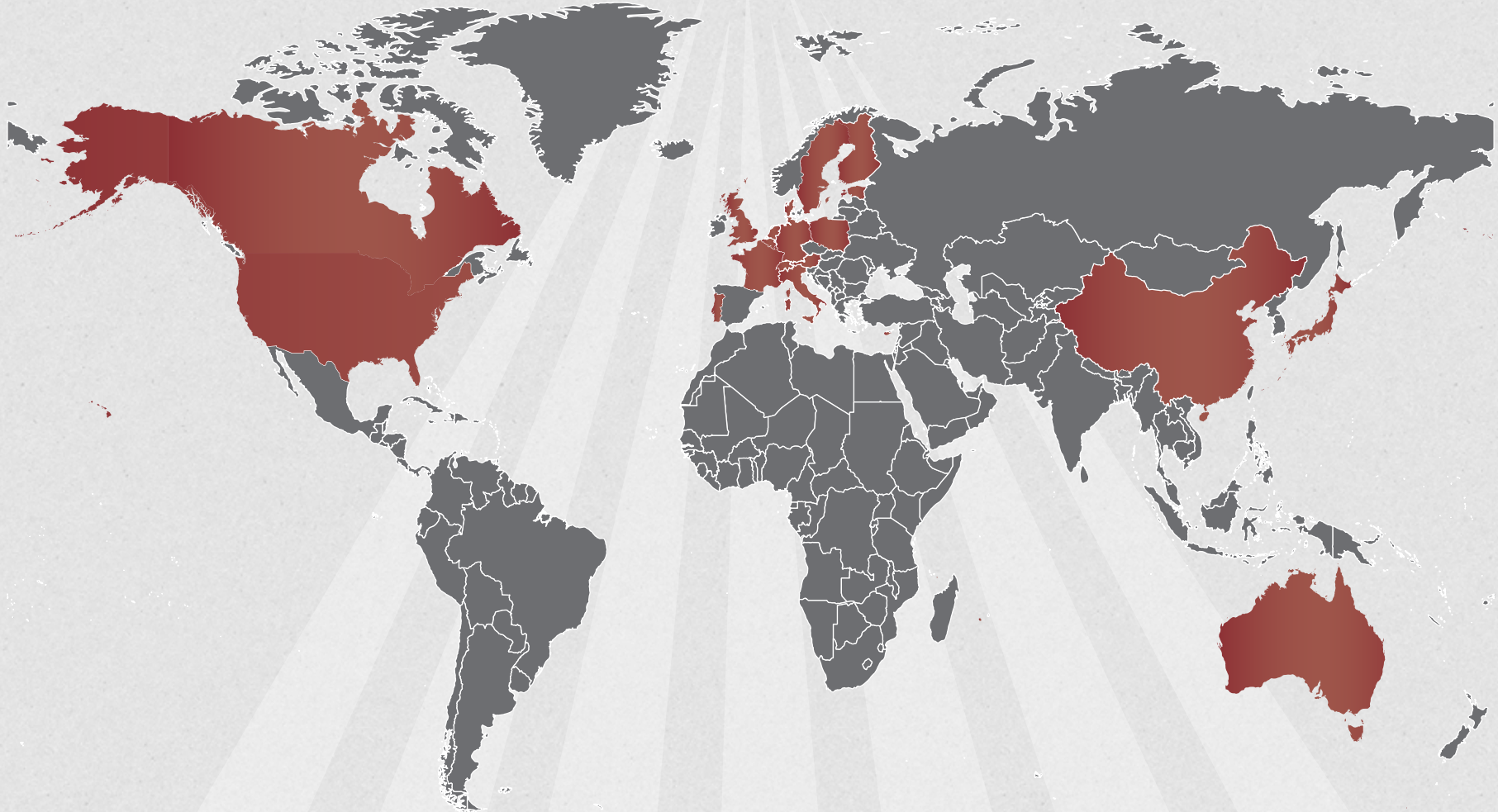
5.1. Turnover

The turnover of G.E.A. S.A. for fiscal years 2014 and 2015 was € 1.608.985 & € 1.855.448 respectively.



5.2. Map of Lyrarakis wines availability around the globe

- | | | | |
|-----------|-------------|-------------|----------|
| CANADA | UK | SWITZERLAND | SWEDEN |
| JAPAN | GERMANY | CYPRUS | FRANCE |
| AUSTRALIA | BELGIUM | ITALY | PORTUGAL |
| USA | NETHERLANDS | ESTONIA | AUSTRIA |
| CHINA | FINLAND | LUXEMBURG | DENMARK |

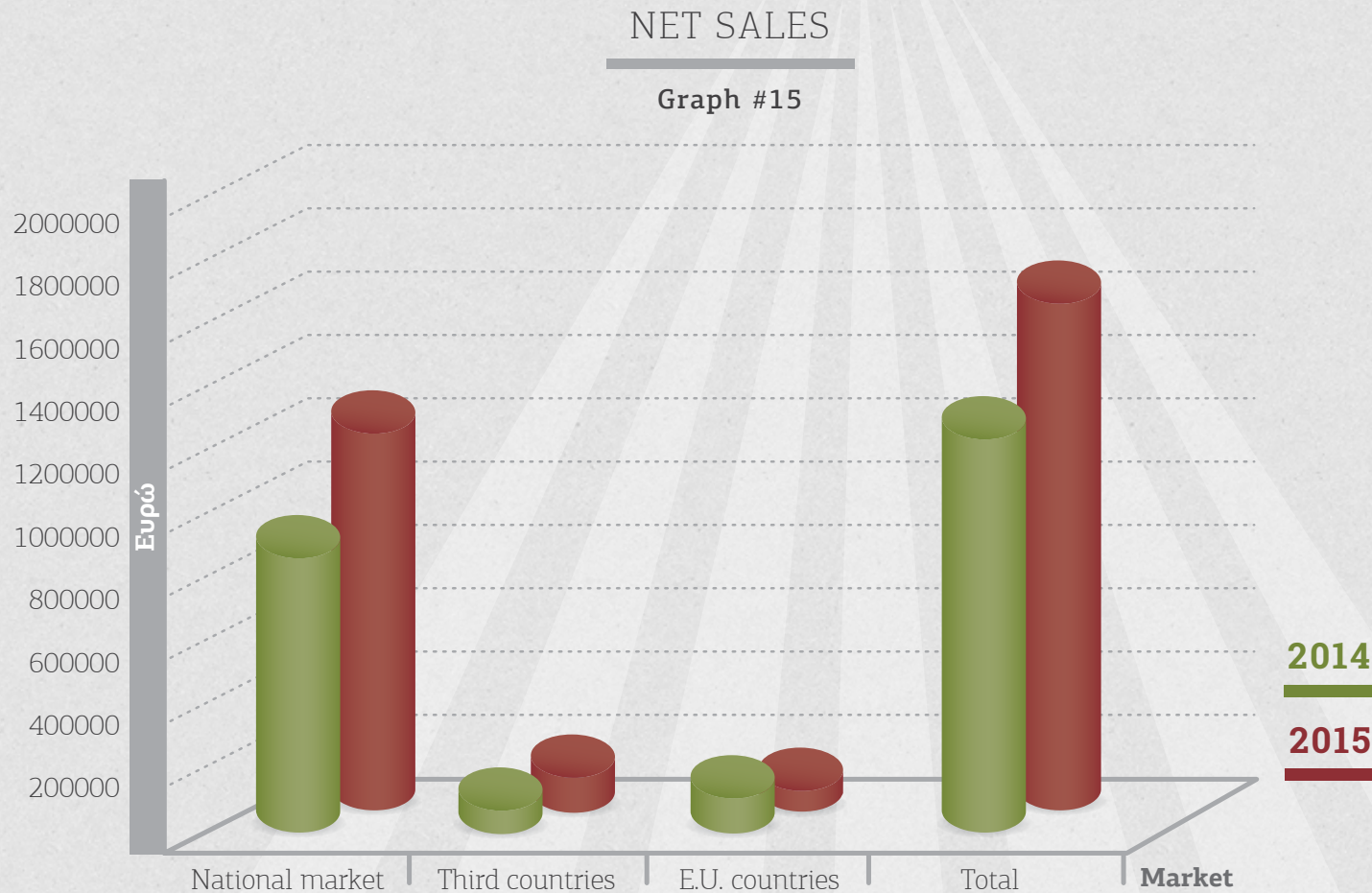


5.3. Net sales per geographical area

Net sales per geographical area, for annual corporate years 2014 and 2015, have respectively reached the following amounts:

- €1.197.197, 99 2014 & €1.374.089, 12 for national market,
- €217.923, 1 and €175.849, 67 in EU countries,
- €130.344, 37 and €255.204, 19 in other countries.

The grand total reached the €1.545.465, 46 and €1.805.142, 98 for years 2014 and 2015 respectively.



Exports

Travelling 150 days per year worldwide, to showcase the Cretan vineyard

Ayarakis winery - with the uniqueness of its varieties, its place and location, its heritage and its people - very early recognised that exports are an one-way path. They directed their investments in order to develop an Exports Department that would evolve into a key element of the company's sales.

The export team of the company currently consists of three people, who are continuously travelling in as many countries as possible for 150 days per year. They try to communicate all of that uniqueness, adventure and journey into the Cretan Vineyards, using as assets their high wine quality, their honesty and their desire to create firm foundations for the Ayarakis Brand.

"No pain, no gain"; the path we have chosen is rough, but this is the sweetness at the end of the day; when we know that one more American, Finnish, Luxemburgian, Swiss, or Estonian has chosen a Lyrarakis wine bottle to end an exhausting day.

In the last three years, the course of our exports is rising with a growth rate of 25% by 2014 to 2015. New countries have been added to our exports map, demonstrating that quality is recognized, no matter in which language it is spoken. Nowadays, Ayarakis winery exports to 20 countries. "



Effie Kallinikidou leading the export team during Prowein 2016

FOR INFORMATION CONCERNING THIS VOLUNTARY SUSTAINABILITY REPORT, CONTACT:

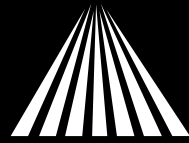
Sotirios Di. Bampagiouris | LOCAL FOOD EXPERTS sce

Sustainable development sector | GEA SA

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